

UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II
PhD PROGRAM IN INFORMATION TECHNOLOGY AND ELECTRICAL ENGINEERING
Course Announcement 2025

STRATEGIC ORIENTATION FOR STEM RESEARCH & WRITING

VISITING LECTURER: Chie Shin Fraser [Email: fraserc23@gmail.com]

BIO: Chie Shin Fraser returns as visiting lecturer to UNISANNIO DING and UNINA ITEE/ICTH. Educator, communications & management professional, and writer, Ms Fraser has wide experience in management, supply chain management (SCM), international trade, professional education, and health care, having previously worked at the association representing Ontario's Community Health Centres. Subsequently, as chief executive of the leading SCM association in Ontario, Canada, she oversaw key strategic initiatives including rebranding and organisational restructuring, while playing a significant role in developing and implementing Canada's most comprehensive SCM education programme. She currently provides content development, research, writing, and communications services in domains such as science-technology, innovation-entrepreneurship; intellectual property (patents, trade marks), medical/pharmaceutical, business/finance/economics, legal. Her professional qualifications include: MBA (Finance, Strategy & Economics), BSc (Microbiology), Certified Association Executive (CAE, Canada).

OVERVIEW

In a globally competitive environment where the value of research, and indeed one's professional/academic success, is evaluated in terms of how **impactfully** research findings are communicated/disseminated (**publication**) and how frequently they are cited (**citation impact**), researchers and academics - especially in STEM domains – continue to be held to the demanding motto “*publish or perish!*” This harsh reminder that the most brilliant of technical achievements will only “count” as such once they have been credibly published in a community-validated publication, also serves as a call to action: those who may have hitherto focused on technical skills need to prioritise acquiring the strategic thinking and communication skills necessary to be able to effectively showcase the innovative merits and contributions of their technical endeavours and stand out over the crowded field. Using a dialectic approach, the course will guide participants towards developing a strategic **value-driven orientation**, complemented by the essential communication and leadership skill sets necessary to be able to constantly build/enhance capacity and thrive amidst competition. The impact of AI/genAI will also be explored.

Being highly interactive, the course emphasises active participation/discussion, creative thinking and cross-disciplinary team work; as with comparable offerings, it has a normal course load incl: readings, in-class exercises/activities and at-home work (individual/team tasks). Overall assessments are based on various learning components including collaboratively developing a team research project.

PROGRAMME [SUBJECT TO CHANGE]

Introduction: STEM Research - Communication: Approach and Philosophy

- Strategic Framework and Value Orientation
- Creative Thinking + Activities
- Team Formation, Team Project Intro/Guidance

Expert/Academic Writing:

- Expert/Academic Writing: What is it? Purpose, Process, Audiences (Readers/Communities)
- Generating and Conveying Value

Fundamentals of Effective Writing:

- From the Reader's Perspective: Reading Process and Reader Expectations...
- Grammar/Composition-related: Structure/Construction: Clause, Phrase, Sentence, Paragraph...

Scientific Writing & Publication

- Professional Expert Communication: Written/Oral (Presentation, Conferences, etc)

Research Article/Paper (IMRaD): Writing & Publishing

Scientific Literature & Literature Review

Publishing Process: Submission, Peer Review, Acceptance & Publication (or Rejection - Rewrite)

Course-End Events/Deliverables:

Team Project Presentations: [mini-conference format]

Team Submissions: Presentations PPT + Activity/Work Products; Research Project Proposal

CREDITS: 5

SCHEDULE / COURSE CALENDAR [SUBJECT TO CHANGE]:

Lecture	Date	Lecture	Date	Time
I	01-12-2025 Friday	IV	16-01-2026 Friday	09.30-13.30 CET [Break ~ 20 mins]
II	09-12-2025 Friday	V	30-01-2026 Friday	
III	19-12-2025 Friday	VI	13-02-2026 Friday	

VENUE: Aula Seminari, Via Claudio, 21 – 80125 – Napoli

IMPORTANT/NOTE:

This course has been deemed a mandatory requirement within the PhD programme.

It is not intended to be a refresher/remedial course in English or general writing. As such participants are expected to be fairly proficient in English with regard to basic linguistic aspects, grammar, usage, etc.

Teamwork, Leadership, Active Participation: will be emphasised, with participants working throughout in teams to complete all activities/exercises and jointly develop a final research project proposal.

Blended classroom modality [with sessions recorded]:

In-person attendance: Naples-based students.

Virtual learning [MS Teams]: available to non-local students based elsewhere.

Those interested may directly email their course enrollment request, indicating their specific location, to: fraserc23@gmail.com, no later than **28-11-2025**.