WCGE
Wittenberg Center
for Global Ethics

KSG Karl Schlecht
Stiftung

sdw Stiftung der Deutschen Wirtschaft
Wir stiften Chancen!

Doctoral Program "Ethics and Responsible Leadership in Business"

WORKSHOP

ARE YOU A WRITER, OR JUST WRITING?

WRITING BUSINESS ETHICS DIFFERENTLY

All academics write, but not all of us consider ourselves "writers." In this workshop, we will investigate and push against the boundaries of the genre of academic writing in business ethics. The pressure to write in order to publish means that many of us choose concise, informative styles of writing that follow the templates of published papers. Additionally, young career scholars are encouraged to stick to the genre so as to not "perish" in the publishing landscape. But many of the topics studied in business ethics call for us and our readers to think, act, and move differently in the world–which includes the main way we convey our ideas through writing. The topics that we study and the values we pursue in our academic lives can also encourage us to write differently in order to convey different ethical norms and values that challenge traditional academic writing forms. In this three-part writing workshop, we first bring together a panel of writers in an interactive online panel to discuss the boundaries of academic writing in the field of business ethics. Together we can ponder the question: how can we write ethics differently? What does this mean to us? The second portion of the workshop takes place asynchronously; participants will be matched with a writing partner with whom you can work with in tackling different writing prompts: taking an academic paper and experimenting with its form (tweet, post, poem, a magazine article, etc.), prose, or narrative voice. The third portion of the workshop reconvenes the group together online to share outcomes, processes, and challenges.

Dates:	14.11.2023 - 23.11.2023
Registration until:	October 1, 2023 via tatjana.arnold@wcge.org

Part 1:   Kick-off (14.11.2023 16:00 - 17:30)

Objective: provide tips and tricks on how to write about business ethics

In a 90min online session, a panel of expert writers share their tips & tricks to write about business ethics differently, with enchantment, passion and personality. The last part of the session is for the participants to set their writing goals and for the duos to be created (see Phase 2).

Potential speakers for the panel:

- Prof Emma Bell
- Prof Markus Beckmann

- A non-academic writer (TBC)
- An editor of JBE - Michelle Greenwood, Gazi Islam, (TBC)

Questions to be discussed with the panel:

- What is the purpose of writing in academia?
- How can we break out of the "templates" of academic writing?
- What is the role of efficiency in writing and reading?
- How to write for diverse audiences?
- What are the (non)negotiable parts of these templates?
- Genre/Form
- Choices on "voice" and narration (embodied research)

Part 2:   The writing retreat - individual and in pairs (15.11.2023 - 19.11.2023)

Objective: write and support each other in the process

This is the phase where the actual writing takes place. Participants apply the writing tips & tricks learned during the kick-off to their own work. The writing is done individually at the desired pace over the course of 5 days. Moreover, during the kick-off, all the participants will be grouped in duos so that everyone has a writing buddy. The buddy has the role of motivating the other member of the duo, remind the tips & tricks learned and holding the fellow writer accountable.

Writing Prompt Ideas:

- Experiment with narrative voice or storytelling within your academic paper
- Take one of your papers and write an op-ed (500 words)
- Take your article and write it as a poem
- Write a post (e.g. tweet, LinkedIn post)
- Take your article and write it for a magazine of your choice
- Convey your dissertation idea in a different medium (Dance your PhD, etc.)

Part 3:   Check-out (23.11.2023 time TBC)

Objective: gather feedback on the experience and conclude the retreat

In a 60 min online session, the participants shared back the learning from the experience. This includes what has been achieved and what were the main barriers. Collectively we discuss how it went, and what was hard, easy, and particularly inspiring.