



Publish or Perish



Why should we publish ?

Usual reasons.

Keep the job.

Please the boss

Improve CV

Paid trips to meetings

Why publish – better reasons

Advances

Knowledge of diseases

Diagnostics

Drugs

Medical devices

Information to the public



Research maximising the impact



Prioritisation

Methodology

Transparency

Regulation

Diligence

Serious problems

Tyranny

Scientific Misconduct

Obsession with quantity than quality





Researchers are too often forced to choose between research and commercial careers, rather than being able to nurture their discoveries and innovations to market successfully

Mr. TURNBULL

Pure research



Is there a role ?

Should commercial considerations dictate the scientist ?



Researcher's agenda

- ▶ **Cut corners**

- ▶ **Demonstrate Academic Talent**



Continuing Professional Development.


- . Training courses
- . Technical skills.
- . Revalidation.

Clinical meetings

Conferences

Journals

Teaching



Overall, women publish less frequently than men, and when they do publish their work receives fewer citations than their male counterparts, even when it is published in journals with significantly higher Impact Factors.





Strong desire to solve a
problem.


PRANAYAMA

OLFACTORY SYSTEM

FREE RADICLES



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- **Completing the research is not enough.**
 - **The benefits of the results should make a difference to those to whom it was intended.**



Patients with same needs at different parts of the country should have equal access to care.



Excellence is not a
destination.

It is a continuous journey
that never ends.