

## Trends & Traps of COMMUNICATING Research

on 21/01/2022, 9:00-10:15 CET

*Understand how a professional approach in creating research results and communicating them in scientific publications, in media and to public can help your research and your career.*

### *Moderated panel discussion*

The researchers during their careers accumulate a comprehensive set of knowledges and competences. Although rather diverse, they belong to a continuum of creativity, which involves a professional and societal impact as well. The sophisticated approach in designing and conducting research study is in the next step reflected in a scientific publication and engagement with public. The trias of professionalism, publishing and communicating reflects the continuum of creativity being the topic of this session.

### Speakers:

- Iuliana Ceaușu (UMFCD)
- Ester Jarour (MU)
- Srećko Gajović (UZSM)

Moderated by Srećko Gajović (UZSM)

### Topics:

#### **From Known to Unknown in teaching medical professionalism in research**

Iuliana Ceaușu (UMFCD)

#### **Trends and traps of science communication**

Ester Jarour (MU)

#### **Trends and traps of scholarly publishing**

Srećko Gajović (UZSM)

The session will comprise of short presentations of the panelists followed by a joint discussion with the audience.

## From Known to Unknown in teaching medical professionalism in research

In the modern health curricula teaching medical professionalism is getting an increasing place, based on six elements: altruism, accountability, excellence, duty, honor, and integrity and respect for others. Among the large numbers of definitions for medical professionalism, the consensus is established to consider a behavioral component.

The research is more and more a structural part of the medical practice, by understanding, interpretation, purpose and, not at last, combining research with clinical practice. As it was learnt in the pandemic time, shortening the time from research to bedside of the patient needs a profound understanding and practice of all the criteria of medical professionalism. Moreover, medical professionalism appears as a keystone of communicating the biomedical research.

The presentation aims to be an introduction to medical professionalism principles, necessity of inducing them in the medical curricula for students, residents, PhD students and postgraduate continuing education as a teaching outcome.

### *About the speaker:*

**Iuliana Ceașu, MD, PhD, MSc**, is professor of Obstetrics and Gynecology, at Carol Davila University of Medicine and Pharmacy (CDUMP), Bucharest, Head of the Obstetrics and Gynecology Department of “Dr. I. Cantacuzino” Hospital, member of the council of the Faculty of Medicine and member of the CDUMP senate. She is coordinating the education for students and residents in the clinical practice, research for doctoral school, postgraduate training and continuing medical education in obstetrics and gynecology, ultrasound and fetal-medicine and maternal high-risk pregnancy. Iuliana Ceașu is the second time member of the EMAS – European Menopause and Andropause Society, being involved in training and scientific education at the European level. She participated in meetings for transfer of technology and intellectual property management at the level of CDUMP, together with EPO and WIPO, developed a program for CDUMP with Cedars Sinai Medical Center and RECOOP HST. She is involved in identification and participation at the institutional level and development of research management strategies within specific plans within A4L\_ACTIONS and in participation and promotion of Skills Academy for Research Careers.



## Trends and traps of science communication

Scientific research starts in the lab, but it shouldn't end there. Science communication plays an increasingly important role in our society, but today's PhD students have few formal training opportunities. The students will have a chance to learn the most important terms of science communication and why is it important to communicate science and to develop science communication skills. Students will learn how to draft an attractive press release and the most important elements of engaging science talk. The talk will end with group discussion focused on traps and barriers of science communication in the CEE region with the aim to jointly find solution for more and better science communication. This talk provides a very quick introduction to science communication.

### *About the speaker:*

[Ester Jarour](#) is communications lead at CEITEC Masaryk University. She has a proven track record of improving the overall visibility of CEITEC research results, as well as in engaging researchers in science communication activities. She developed by students well-rated science communication course that teaches students how to deliver engaging scientific presentations to various audiences. Ester studied International Management at the Zurich University of Applied Science in Switzerland, where she also worked as research assistant. She previously held position of academic consultant at Global Vision for Academic Services and was responsible for recruitment of international students from the Middle East region for more than 75 US universities. She was part of communication and visibility team at the Delegation of the European Union to the Hashemite Kingdom of Jordan and supported visibility of development projects in the area of education and youth. Ester enjoys helping others to achieve their professional goals and to drive positive change in teams and organizations.



## Trends and traps of scholarly publishing

Publish or Perish was declared as researchers' mantra to highlight the importance of contributing to the advance of science by sharing own results through scholarly publishing. This was accompanied by an immense increase of number of scholar publications and scholarly journals. The issue of quality vs. quantity has emerged subsequently and it developed in ongoing discussion on research impact involving academia, granting bodies, policy makers and general public. Publish or Perish can be confronted to Publish and Perish, where inadequate publications harm the authors and the research community. The need of increased research rigor would be highlighted, and the traps of plagiarism, predators, and publishers' business models discussed.

### *About the speaker:*

**Srećko Gajović, MD, PhD**, is professor of Histology and Embryology at University of Zagreb School of Medicine (UZSM). He is former Editor-in-Chief of the Croatian Medical Journal, the best general medical journal in Central-East Europe. Together with his main research activities in biomedicine, he is engaged in interdisciplinary research on the digital society. He is one of the founders of Navigating Knowledge Landscapes international interdisciplinary network (<http://knowledge-landscapes.hiim.hr>), which deals how innovative knowledge is communicated in the digital society. Srećko Gajović is Head of Section for Neurogenetics, Medical Genetics, and Regenerative Neuroscience at Croatian Institute for Brain Research. His biomedical research activities connect the fields of neuroscience, embryology, and molecular imaging, dealing with brain repair after the stroke, its relation to neuroinflammation and stem cell applications. He was Coordinator of EU-FP7 project GlowBrain and established at UZSM imaging platform (GlowLab) for preclinical magnetic resonance (7T) and in vivo optical imaging. He is a member of European Academy of Science and Arts.

