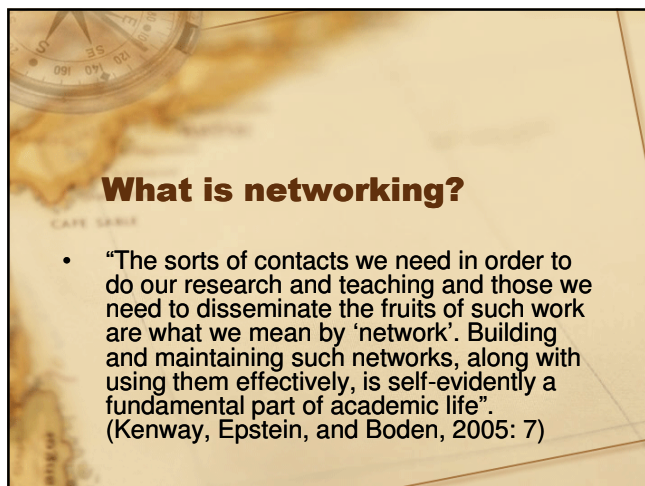


Tricks of the Trade seminar on

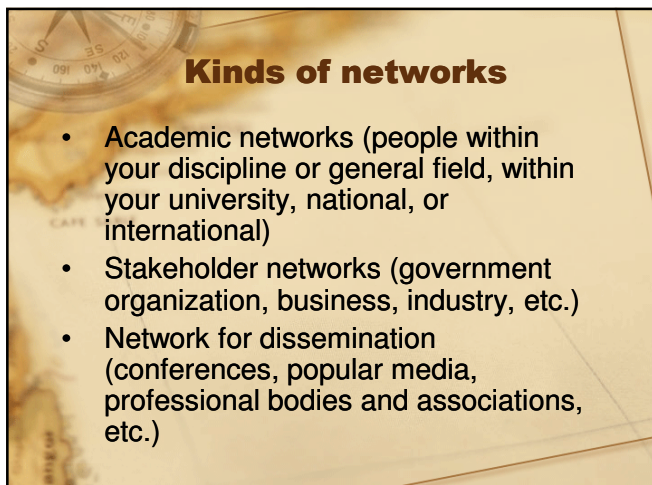
'Networking Strategies'

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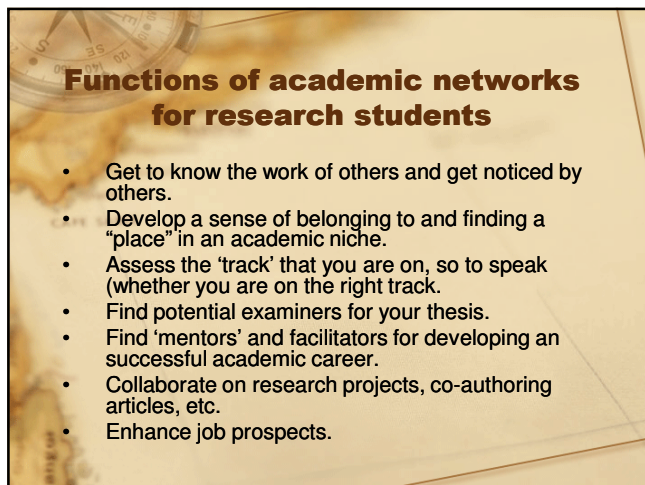
What is networking?

- “The sorts of contacts we need in order to do our research and teaching and those we need to disseminate the fruits of such work are what we mean by ‘network’. Building and maintaining such networks, along with using them effectively, is self-evidently a fundamental part of academic life”. (Kenway, Epstein, and Boden, 2005: 7)



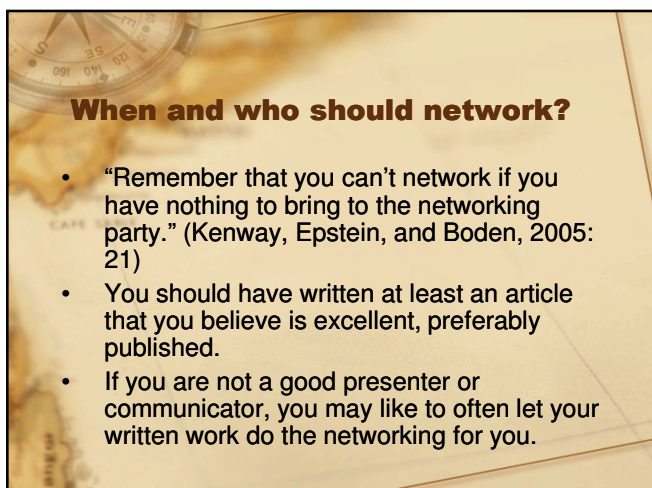
Kinds of networks

- Academic networks (people within your discipline or general field, within your university, national, or international)
- Stakeholder networks (government organization, business, industry, etc.)
- Network for dissemination (conferences, popular media, professional bodies and associations, etc.)



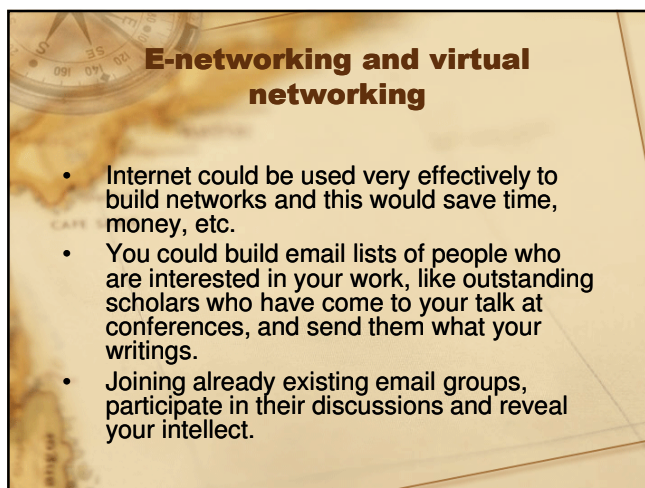
Functions of academic networks for research students

- Get to know the work of others and get noticed by others.
- Develop a sense of belonging to and finding a “place” in an academic niche.
- Assess the ‘track’ that you are on, so to speak (whether you are on the right track).
- Find potential examiners for your thesis.
- Find ‘mentors’ and facilitators for developing an successful academic career.
- Collaborate on research projects, co-authoring articles, etc.
- Enhance job prospects.



When and who should network?

- “Remember that you can’t network if you have nothing to bring to the networking party.” (Kenway, Epstein, and Boden, 2005: 21)
- You should have written at least an article that you believe is excellent, preferably published.
- If you are not a good presenter or communicator, you may like to often let your written work do the networking for you.



E-networking and virtual networking

- Internet could be used very effectively to build networks and this would save time, money, etc.
- You could build email lists of people who are interested in your work, like outstanding scholars who have come to your talk at conferences, and send them what your writings.
- Joining already existing email groups, participate in their discussions and reveal your intellect.

What to do to put off networks

- Be pushy and demanding (e.g., sending too many emails, asking busy academics to read 100 pages of your work, writing very long emails).
- Try to connect with people when you have nothing concrete to show or discuss.
- Make it obvious to outstanding academics that you are just trying to network and you are not necessarily interested in their work.

In summary

- Network in a very gentle and professional manner, and as genuinely as possible.
- Don't get disappointed and quit if you don't hear from a few academics that you have tried to connect with.
- Be open to new directions and be comfortable in expanding your academic comfort zones.

Reference:

- **Building Networks**
- [Jane Kenway](#), [Debbie Epstein](#), [Rebecca Boden](#): *SAGE Publications Ltd*
- **Series:** [The Academic's Support Kit](#)
- Paperback ISBN: 9781412907002
- Ebook ISBN: 9781849202534