

Registration

- The participation in this seminar is **free of charge**, as the seminar costs will be covered by the Institute of Business Economics and Industrial Sociology as well as the Faculty of Mechanical Engineering and Economic Sciences of TU Graz.
- Registration is open from **now until January 10th 2026**.
- The number of on-site participants is limited to the max. of **12 persons**. The „first registration - first serve“ principle will be applied, as long as the participants fit into the target group.
- Registration is managed by: Volker Koch, Dipl.-Ing. Dr.techn. E-mail: [volker.koch\(at\)tugraz.at](mailto:volker.koch(at)tugraz.at)

Venue

Graz University of Technology
BWL Seminar Room (NT02100)
Kopernikusgasse 24, 2nd Floor
8010 Graz, Austria

Organisation

Graz University of Technology
Working Group “Industrial Marketing, Purchasing and Supply Management“ of the Institute of Business Economics and Industrial Sociology

For any questions regarding the seminar please do not hesitate to contact

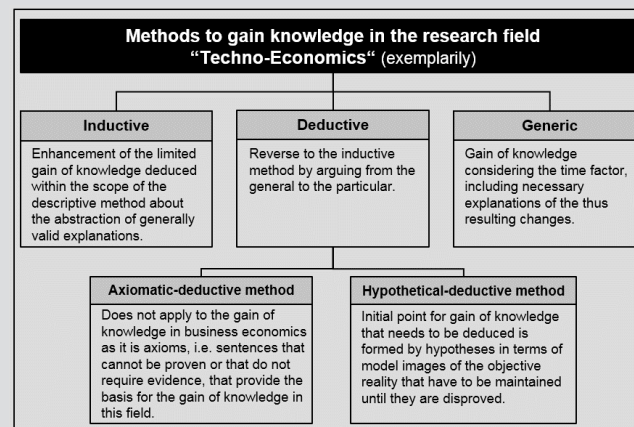
Prof. Dr. Bernd M. Zunk
E-Mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)



Techno-Economic Research Methods

Methods are considered crucial to every scientific discipline as they **ensure rationality and verifiability of scientific findings**.

At a glance, the following figure illustrates a selection of the **key methods** within Business Economics (and, thus, of Techno-Economics and Management Science). Of course, both abstract methods and models used to reproduce complex economic realities in a simplified way are indispensable in Business Economics/ Techno Economics/ Management Science.



This might give you a short impression of why this research seminar could be useful for your future research and teaching career.

Inter-University Research Seminar



Communicating Your Research Clearly

Date: 14. & 15.01.2026

Goal of this Seminar

Do you have German or another language as a native language?

Are you struggling to describe your research (effectively) in academic English?

This intensive, practice-based workshop provides you with **strategies and tools** that you can use to help you to **prepare, create and revise your poster and conference paper in English** more efficiently and effectively.

We will contrast examples of weak and strong academic writing, practice transforming weak text elements into strong, compelling text, and discuss how to **'tell a story'** on your poster and in your conference paper in order to **help you communicate your ideas clearly and concisely**. You are encouraged to bring your own work.

Target Group

This workshop is designed for **IEM master's and PhD students / early stage researchers** who will need to prepare posters or submit conference papers that convey their ideas clearly and concisely in academic English. Students who would like to improve their skills in these areas are also encouraged to apply.

Schedule

Day 1: Tuesday, January 13th, 2026

Session 1 (8:30am to 12:30am)

- Content Round-up: What Story Do You Want to Tell?

Day 2: Wednesday, January 14th, 2026

Session 1 (8:30am to 12:30am)

- Transforming Your Story into Academic English

Lecturer

Sara Crockett is a US American who has lived in Austria since 2004. After completing her studies in Botany (B.S., M.S.) and Pharmacognosy (Ph.D.) in the USA, she pursued research for eight years in the field of Natural Products



Chemistry at the University of Graz, Austria. During this period, she published nearly 40 publications in peer-reviewed journals and successfully carried out two research projects (FWF). In 2012, Sara began working as a freelance translator and copy editor and enjoying using her skills to support the efforts of researchers working at the universities in Graz (KFU, TU Graz, Med Uni Graz) as well as artists, architects, non-profit organizations and associations in Graz.

Teaching Experience

Sara Crockett has worked as a lecturer at the University of Graz since 2012, placing a specific focus on teaching English as a foreign language, scientific and academic English.