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## *Publish or Perish: Impact of Publication in Enhancing Career Growth of Teaching Fraternity*

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Academics in today's era are facing more of changing roles and responsibilities that would involve them to engage in ongoing professional growth. As being in the midst of transformations in their traditional roles and tasks, the teaching fraternity is under increasing pressure to keep up with new directions in teaching and research work. The phrase "Publish or perish" initially coined by Coolidge in 1932 is now becoming a harsh reality.

Individuals have been exposed to what Academics do in the classroom – to teach but teaching is only one aspect of an Academics career. One of the attractive parts of being a Academician is that, in addition to teaching, they engage intensively in conducting research, attending seminars and conferences, review others' research, mentor students, serve on university/college/department committees, and interact with professional and regulators.

Other than teaching, the most important aspect for enhancing career growth of Academics is effective publication in their professional life. Numerous publications is one of the few influential methods to demonstrate academic talent to peers. Publishing academic papers is recognized by faculty as vital not only to their careers, but also to the standing of their school within the university and the discipline.

Though article writing is supposed to be a complex and high-priority task, it is also one which brings out the hidden quality of Academics as good researcher. Academic institutions and university repeatedly use the number of publication to an individual's credit as the part of measuring their competencies. So universities should encourage and support the faculty to write more research paper by providing them training on how to write research articles? This in turn may bring in more funding for the institute and also ensure an individual's progress through their field.

The appreciation for exceptional teaching rarely matches the rewards for exceptional research. Universities do not focus on teaching ability when they hire new faculty and simply look at the publications list. This stress to increase the number of publications has led to unethical practices and trash full research. The increase in the number of publications has led to the growth of many new journals.

Currently many universities made publication of article as the most significant factor for promotion, as it represents different features of an academician, which are needed by educational institutions: teaching at post graduate level, supervising academic projects of post graduate students, attracting research fund, recognition for the university, etc. But lots of publications are not equal to good publications due to lack of quality.

The majority of the published research works are done just to improve the curriculum vitae (CV) of the researcher and they do not find any merit in practical terms. "Publish or perish" is now becoming the way of life. It is battle to get more and more publications to one's credit. Publishing more academic papers may sound holistic only in numbers but it will not enhance one's

professional life, if there is no quality research done in it. Any research article which is prepared should be published in reputed, peer-reviewed publications.

Apart from teaching, Faculty should be “role models” for their students in terms of sincerity in teaching and conducting ethical research. There are enough facts to prove that the quality of teaching improves if faculty is oriented toward research. The faculty who has publications is definitely an edge above their rivals when there is struggle for promotions.

The universities set that all the faculty members need to publish at least two research papers in a year. This is a good initiative by universities which aimed at cheering the junior- and middle-level faculty to learn, develop, and use the skills required for conducting research and publishing research findings. Such empowered faculty, would be in a position to train and guide undergraduate and postgraduate students in planning, conducting, and reporting research.

Several research publication done by faculty members should be published in Indexed Journals which are considered to be quality journals and indexing agencies enroll them on the basis of adherence to certain qualifying criteria such as publishing quality, digitization, indexing in databases, international availability, regularity of publication, frequency of citations, presence of a peer-review process, and quality of journal content and editorial work. The peer-review process is the minimum mandatory criterion for the assurance of quality.

Working in research publication, a faculty will have a personal satisfaction of contributing to science and the society, get recognition and appreciation by peers in the profession, acquire a job, get a job promotion, or even retain a job. If Academicians ignore doing research publication, it can intensely affect his or her prospects for employment, for winning research grants, for climbing the academic ladder, for having a teaching load that doesn't absorb all your time, for winning academic prizes and fellowships, and for gaining the respect of your peers.

Publishing research work is a difficult and challenging skill, and once faculty begins master in this process, their path will lead to prosperous career development. It becomes easier to get other papers accepted, to win grants and fellowships, and to gain more research opportunities. Small differences early in a career can snowball into much greater differences over time.

To conclude the article, Publication is essential and crucial for the growth of academicians for their career progression. Universities extensively look at the publications to one's credit during recruitment of Academicians. This has led to a constant pressure to publish at all costs in order to increase the number of publications on one's CV. This not only led to an increase in low quality publications but also led to increase in unethical practices and publication malpractices which is also showing an growing trend.

Publishing a research article mainly will give a sense of accomplishment to the faculty, that their research is excellent enough to pass the scrutiny of peers. A reasonable academic path should be structured for academicians like a three – legged stool, with strengths in research, teaching and industry engagement. Throughout the career faculty may have to stand more on one leg than the other, but all three feet should be firmly on the ground. .

We should try to get more stability for our academics and motivate the emerging generation to build strong power in all three areas as part of their career development. To achieve this we need to ensure that our performance metrics are not too narrowly focused.

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