



# SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

RESEARCH WITH IMPACT

## Successful Publishing: Developing a Publishing Plan and Discovering Western Open Books

**DATE:** Friday 8 August 2025

**TIME:** 10:00am – 11:00am

**MEETING DETAILS:** Learning Studio 78 Level 7, IPSQ  
& Zoom Online (Meeting ID: 829 2070 7405,  
Password: 957024)



**PRESENTER:**

Lucy Walton

**RSVP:** COB, Friday 1 August 2025

**CONTACT:** [business.research@westernsydney.edu.au](mailto:business.research@westernsydney.edu.au)

Scholarly Publishing Consultant

Library Services, Western Sydney University

This session equips Western Sydney University authors across all career stages with strategies to develop a successful publishing plan that enhances research visibility, supports grant and promotion goals, and mitigates the risk of predatory publishing.

### **Topics include:**

- Selecting appropriate journals and publishers for your target audience
- Identifying reputable, high-quality publishing outlets
- Strengthening research impact through strategic, timely submissions
- Avoiding predatory practices and protecting your work

The session also introduces **Western Open Books**, a dedicated publishing service supporting WSU authors to create and publish high-quality, openly licensed texts that are freely available to students.

**Participants will learn about:**

- Publishing support for content creation, licensing, peer review, and editing
- The submission and editorial process
- Opportunities to align publications with the University's Sustainable Development Goals and reach worldwide audiences

Ideal for those planning to publish free open texts, this session is your entry point to becoming a published author with Western Open Books.

**BIOGRAPHY:**

With over 30 years of experience in academic and corporate libraries, Lucy is dedicated to fostering collaboration and advocating for inclusive publishing practices. She currently serves as the Scholarly Publishing Consultant at Western Sydney University, coordinating the Western Open Books service and leading various initiatives that empower individuals to navigate the dynamic landscape of scholarly communications. Lucy Walton is the author of *A Guide to Creative Commons* <https://doi.org/10.61588/ZXHV8635>, an open text available from the Western Open Books platform.