

Column – Opinion

Publishing

In Brazil, when talking about publishing in a journal, the first thing people tend to ask is how it will be important to their professional résumé. In general, publishing a paper is related only to universities, but even though around one million students graduate yearly in the country, many of them do not even submit because it does not seem relevant when they got into a company.

Companies do not publish due to being afraid of their data become public and this is not exclusive from Brazil. However, there is a new tendency of huge companies from all over the world to publish and, in December 2016, Apple, known for their secretiveness, published its first paper. Actually, this secretiveness has been hurting the company's efforts to recruit talents in the Artificial Intelligence department because the new employee would not be aware of the research lines and even inside the company, they could not talk to each other about it. Besides, governmental public bodies consider papers, due to the credibility of the data, to authorize companies in Brazil to register products, in the areas of fertilizers, agrochemicals, feed ingredients, among others.

It is important that top students could have the chance to keep their presence in the scientific community being updated of the latest technologies. What do you do if you want to improve yourself? If you search about self-improvement, one topic frequently found is to start a specialization course in your area and what the teachers do is to bring the newest of the scientific community. Imagine having the opportunity to do it while working. Writing a paper could give you the chance to do so and many journals are fighting for the open access policy, in other words, it would not be necessary to pay to read the papers.

In brief, companies should be aware that having papers published could help their research and development line to become more attractive to professionals highly qualified.

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