

Self-Promotion

Self-promotion is the act of publicizing or advertising oneself, often by highlighting one's achievements, skills, or qualifications, with the aim of gaining recognition, status, or advantage.

□ Key Aspects

- Selective presentation of accomplishments
- Can be subtle (e.g., *humblebragging*) or overt
- Common in academia, medicine, and social media

□ In Context (Academic & Medical Fields)

- Publishing redundant or low-quality papers to inflate a CV
- Participating in conferences with little to contribute
- Promoting a personal brand over scientific collaboration

⚠ Why It Matters

- Undermines scientific integrity
- Prioritizes personal gain over clinical or scientific progress
- Discourages trust and teamwork among professionals

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