

Two Days National Workshop on Writing and Publishing Research

Article in Commerce and Management

SMART Journal of Business Management Studies in association with the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, organized a UGC Sponsored Two Days National Workshop on “**Writing and Publishing Research Article in Commerce and Management**” during 19th and 20th November 2011 at the A/C Auditorium, Bharathidasan University Main Campus, Trichy.

Dr.M.Selvam in his welcome address mentioned that publishing research articles is the high level academic exercise and the Workshop of this kind would guide the participants in preparing and publishing quality article.

Dr. (Mrs). K.Meena, Vice-Chancellor, Bharathidasan University released the CD containing the presentations of the resource persons and **Dr.R.Karpaga Kumaravel**, Synidacte Member, Bharathidasan University, Professor and Head, Department of Educational Technology received it.



Dr.(Mrs).K.Meena, Vice – Chancellor in her Presidential address told that Writing an article is a pleasant task, such writing with quality, accuracy, clarity, reliability, supported by secondary data, validated results through statistical packages would be published in reputed journals. In the present day of Information Technology Revolution, the opportunity available for writing and publishing article is extensive.

Dr.R.Karpaga Kumaravel told that the Indian Researches' are mostly theoretical in nature. He mentioned that the technology has enhanced the quality of research; however the research scholars and faculty members do not tap resources. The research have novelty and newness and should be accountable to the society, university and industry, the speaker told.

Dr.Srinivasaragavan, Librarian and Head, Department of Library and Information Science, Bharathidasan University in his lecture on **“Scholarly Resources and Citation Styles”** explained the importance of E-Resources available and the management resources and the resources from institutions like World Bank, WTO, AIMA, National Institute of Financial Management, RBI etc.

Dr.B.Sripirabaa, Blind Reviewer for Management Journals, Associate Professor, GRG School of Management Studies, Coimbatore detailed about the components of research article and provided guidelines in effectively drafting all the Components in her special lecture on **“How to write Research Article?”** She told that the paper has to be written to minimize the possibility of rejection for bad reasons, such as a weak concept, incompleteness, language etc in her detailed presentation on **“Journal Reviewers' Expectations and Reviewing Critically”**.

“Writing Literature Review” and **“Reference and Style”** were the topics covered by **Dr. Roji George**, Blind Reviewer for Management Journals, Associate Dean and Professor of Finance, Saintgits Institute of Management, Kerala. He mentored the participants to achieve Quality literature study with appropriate breadth and depth, rigour and consistency, clarity and brevity and effective analysis and synthesis.

Dr. N. Jayabalan, Reviewer, Journal of Swamy Botanical Club, Professor of Plant Science, Bharathidasan University in his special lecture on **“Impact Factor and H Index”** explained the importance of Impact Factor.

The Valedictory function was presided over by **P.Ravindranath**, Principal Consultant, R K Swamy BBDO Pvt Ltd, Cochin and Former President, Kerala Management Association. In his presidential address, he state that the research is important in all walks of industry and publishing the research output with clarity would benefit all the readers. **Dr.S.Iyyampillai**, Professor of Economics, Bharathidasan University in his valedictory address counseled the researchers to explore unexplored subject matter by critical thinking. He told that such research output would attract many Journals for its publication. The best publication by the researchers would also attract many research sponsoring organizations for the sponsorship.

Nearly 200 participants from various colleges and universities from Tamil Nadu, Karnataka, Kerala, Pondicherry and Andhra Pradesh benefited from this workshop. **Dr.M.Selvam**, Workshop Director, Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Founder- Publisher, SMART Journal of Business Management Studies organized this workshop.