

***One Day International Workshop on  
Art of Doing Good Research and Publishing***

held on

**04.07.2015**

Organized by

**Department of Commerce and Financial Studies**

**Bharathidasan University**

**Tiruchirappalli- 620 024, Tamil Nadu, INDIA**

**SMART Journal of Business Management Studies**

**(A Professional, Refereed, International and Indexed Journal)**

**[www.smartjournalbms.org](http://www.smartjournalbms.org)**

Venue

**Bharathidasan University**

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Organizer

**Dr. J. Gayathri**

Workshop Coordinator and Assistant Professor  
Dept. of Commerce and Financial Studies  
Bharathidasan University, Tiruchirappalli

**Dr. M. SELVAM**

Seminar Director

Head, Dept. of Commerce and Financial Studies  
Bharathidasan University  
Tiruchirappalli -620 024

&

Founder - Publisher & Chief Editor  
SMART Journal of Business Management Studies  
Phone (0) +91-431-2407029, 2407071  
(Extn- 619), Mobile +91-9443025112

**Day Long International Workshop**  
**on**  
**Art of Doing Good Research and Publishing**

**Important Dates**

July 1 <sup>st</sup> 2015	Last Date for Registration
4 <sup>th</sup> July 2015	Date of the Workshop

*Organized by*



**Department of Commerce and Financial Studies**  
**School of Economics and Commerce**  
**Bharathidasan University**  
Tiruchirappalli-620 024  
Tamil Nadu, India  
[www.bdu.ac.in](http://www.bdu.ac.in)

*and*

**SMART**  
**Journal of Business Management Studies**  
[www.smartjournalbms.org](http://www.smartjournalbms.org)

*and*

DEPARTMENT OF GENERAL BUSINESS AND FINANCE  
**Sam Houston State University, USA**  
(A Member of the Texas State University System)

### **Department of Commerce and Financial Studies**

The Department of Commerce was established in Bharathidasan University in the year 1998 with the objective of promoting research, teaching and training in the frontier fields of Commerce. In its pursuit of excellence, the department has plans to organize seminars, conferences and workshop regularly. It launches one more **Day Long International Workshop on Art of Doing Good Research and Publishing**. A large number of participants from academia and industry from India will attend the workshop. Besides many researchers, students, and faculty would participate in the workshop and contribute to the development of knowledge.

### **SMART Journal of Business Management Studies**

SMART Journal of Business Management Studies is an International, Refereed Journal, published bi-annually by Scientific Management and Advanced Research Trust (SMART). It is dedicated to the promotion and development of research in general and to the field of business management in particular. The Trust also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above Workshop.

### **Sam Houston State University**

Sam Houston State University has been preparing students for meaningful lives of achievement for more than 130 years. SHSU offers over 80 bachelor's degree programs, more than 50 master's degree programs, and six doctoral programs. SHSU is classified as a "Doctoral Research University" by the Carnegie Commission on Higher Education and was recently recognized by U.S. News and World Report for being among the best in the country for online graduate programs.

### **Theme of the Workshop**

The Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India, in association with SMART Journal of Business Management Studies, and Sam Houston State University, USA proposes to organize a Day Long International Workshop for the benefit of College / University Faculty Members, Research Scholars and Students. This programme is intended to train the students/scholars/ young teachers in doing good and effective research and to make the writers to prepare research articles in such a way that it would be published in top journals around the world, with impact factor. This workshop would help each and every participant to overcome the problems in research and publishing research articles.

### **Target Audience**

Faculty members, Ph.D and M.Phil Research Scholars doing research (in the area of Commerce, business studies, international business, other related areas) and interested in publishing research articles, are requested to attend the above Workshop.

### **Participation Certificate**

Participation Certificates will be issued to all the participants who complete the programme.

### **Guidelines for Registration**

- Participation as delegate is invited from scholars from educational institutions and universities.
- Only limited delegates would be permitted on 'First Come First Served Basis'. Teachers would be given preference. Selected participants alone would be invited to attend the Workshop.

- Registration could be made after receiving the filled in Registration Form from the teachers/scholars. However, participants may also submit their registration as an e-mail attachment, using MS Word to [smartjournalevent@gmail.com](mailto:smartjournalevent@gmail.com).
- The use of e-mail is encouraged for all further correspondence, including acceptance of letter, invitation, etc. Acceptance for participation will be sent to the delegates only through e-mail.

#### Registration Fee

Category	Indian Participants (In Rs)	Foreign Participants/ NRIs (In US Dollars)
Professors / Part Time Ph.D Scholars	400	50
Scholars doing M.Phil/ Ph.D Full Time	300	40
Students (P.G)	250	40
Accompanying Person	400	100
Corporate Representative	750	100

Foreign delegates should pay registration fee in value equivalent to Indian rupees on the spot. Scholars and Students should produce ID Proof. There is no TA / DA to the participants. The registration fee covers lunch, tea and file. Participants are requested to make their own travel and accommodation arrangements. The fee should be paid in the form of Cash/ Crossed DD drawn in favour of SMART JOURNAL payable at Tiruchirappalli. The registration fee will not be refunded under any circumstances. File will not be provided for accompanying person and for those who register after last date and for spot registration.

## REGISTRATION FORM

Name :

Gender : Male /Female      Age / Date of Birth:

Qualifications :

Name and address of organization:

Phone:

Fax:

E-mail:

Residential Address:

Total experience of Teaching and Research

Accommodation required : Yes / No

How this course will benefit you?

I certify that the information given in this form is correct to the best of my knowledge and understanding. I will abide by the rules of the organization during the training session.

Date:

Place:

Signature

Office Seal

**Note: The photocopy of this form can be used.**

### **Resource Person**

**Dr. Balasundram Maniam**, Sam Houston State University, USA  
**Dr. Geetha Subramaniam**, Universiti Teknologi MARA  
Kampus Puncak Alam, Malaysia

### **Advisory Board**

**Dr. Sandip Mukherji**, Howard University, USA  
**Dr. Sankaran Venkateswar**, Trinity University, USA  
**Dr. Sathya Chattopadhyay**, University of Scranton, USA  
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**Dr. E. Bennet**, All Nations University, Ghana  
**Dr. M. Babu, Dr. S. Vanitha**, Bharathidasan University, India  
**Dr. J. Clement Sudhakar**, Karunya Deemed University, India  
**Dr. G. Indhumathi**, Mother Teresa Women's University, India  
**Dr. M. Raja & Thiru Velmurugan**, Bharathidasan University  
Constituent College, India

### **Mailing Address**

**Dr. M. SELVAM**

*Workshop Director*

Professor and Head

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Bharathidasan University, Tiruchirappalli-620 024.  
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*and*

**Dr. J. GAYATHRI**

*Workshop Coordinator*

Assistant Professor

Department of Commerce and Financial Studies,  
Bharathidasan University, Tiruchirappalli-620024, Tamil Nadu  
Mobile: 09962008661; E-mail-smartjournalevent@gmail.com



*All are cordially invited to the  
One Day International Workshop on*

## **Art of Doing Good Research and Publishing**

*Venue: SMART Class Room, Bharathidasan University Library  
Bharathidasan University, Main Campus*

**04.07.2015 - SATURDAY**

*Organized by*

**Department of Commerce and Financial Studies  
BHARATHIDASAN UNIVERSITY**

*in association with*

**SMART Journal of Business Management Studies**

*and*

**Department of General Business and Finance  
Sam Houston State University, USA**

*(A Member of the Texas State University System)*

- 9.00 a.m : **Registration**
- 9.30 a.m : **Inaugural Function**
- Presidential Address : **Dr. K. Kumaraswamy**  
Syndicate Member  
Professor and Head, Department of Geography  
Bharathidasan University
- Special Address : **Dr. Balasundram Maniam**  
Sam Houston State University, USA
- Dr. Geetha Subramaniam**  
Universiti Teknologi MARA, Malaysia

10.00 a.m. to 1.00 p.m.: **Technical Session – I**  
*What to Write and Where to  
Publish Your “Master Piece”?*

Resource person : **Dr. Balasundram Maniam**  
Sam Houston State University, USA

2.00 p.m to 4.30 p.m : **Technical Session – II**  
*How to Write a Winning Journal Article?*

Resource person : **Dr. Geetha Subramaniam**  
Universiti Teknologi MARA, Malaysia

4.30 p.m to 5.00 p.m : **Valedictory Function**

Valedictory Address : **Dr. S. Iyyampillai**  
Chair, School of Economics and Commerce  
Bharathidasan University

Felicitation by : **Dr. M. Babu and Dr. (Mrs). S. Vanitha**  
Faculty Member of Commerce and  
Financial Studies, Bharathidasan University

**Mrs. Zakiya Begum Sayed**  
Lecturer, Jubail University College  
Al Jubail, Kingdom of Saudi Arabia

**Dr. M. Selvam**

Workshop Director  
Professor and Head

Dept. of Commerce and Financial Studies  
Bharathidasan University, Tiruchirappalli

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# The Hindu\_Trichy\_05.07.2005\_Page

Free household appliances estimated at Rs. 207.05 crore have been distributed among 4.81 lakh beneficiaries in the district so far over the past four years. An official release said the free mixie, grinders, and fans are to be distributed among 1,54,457 beneficiaries in the district during 2014-15 and 75,564 beneficiaries have been distributed the same during the year, according to an official release. In 2013-14, 1,17,438 beneficiaries were given the free appliances, the release added.

## Water level at Mettur

**TIRUCHI:** The water level at the Mettur Dam stood at 83.41 feet on Saturday against its full reservoir level of 120 feet. The inflow was 6,456 cusecs and the discharge 1,000 cusecs.

scanning interior peripheries, the team inspected outpatient and inpatient wards. However, it could not

The Woraiyur police could not locate the address mentioned in the letter. A police officer said it could be yet another hoax letter

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## Professors from U.S., Malaysia address workshop

Special Correspondent

**TIRUCHI:** The Department of Commerce and Financial Studies of Bharathidasan University in association with Sam Houston State University, U.S., and SMART Journal of Business Management Studies organised a one-day international workshop on

research and publishing. M. Selvam, Workshop Director, Kumaraswamy, Syndicate Member, Professor and Head, Department of Geography, Bharathidasan University, Balasundaram Maniam, Sam Houston State University, and Geetha Subramaniam, Universiti Teknologi MARA, Malaysia, spoke.

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## Road roko hits traffic at Ramji Nagar

Special Correspondent

**TIRUCHI:** Traffic on Tiruchi-Dindigul road was disrupted for about an hour on Saturday because of road roko at Ramji Nagar. Stating that the Tiruchirappalli City Corporation had failed to ensure supply of drinking water, the residents of Kothamangalam, Mariaman Street, Puthu Street, and Ramji Nagar blocked the road

traffic. The protesters, mostly women, took part in the protest with empty pots. T. Muthuselvam, councillor of 40<sup>th</sup> ward, led the protest. Some of them said that they had not received corporation water for more than two weeks. On information, the police rushed to the spot and held negotiation with the protesters. Upon assurance by the corporation officials,

## DSSC gets ISO certification

Staff Reporter

**COIMBATORE:** Defence Services Staff College (DSSC) has been awarded with the ISO 9001:2008 in recognition of its training standards blended with the traditions of the Armed Forces. DSSC received the ISO 14001:2004 certification for adopting and maintaining outstanding administrative standards and

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Department of Commerce and Financial Studies Bharathidasan University, Tiruchirappalli with Sam Houston State University, USA and SMART Journal of Business Management Studies organized a Day Long International Workshop on Art of Doing Good Research and Publishing on 4th July 2015. Dr.M.Selvam, Workshop Director, Founder – Publisher and Chief Editor of SMART Journal of Business Management Studies in his welcome address. Dr.Kumaraswamy, Syndicate Member, Professor and Head, Department of Geography, Bharathidasan University released Volume 11 Issue 2 of SMART Journal of Business Management Studies and Dr.BalasundaramManiam, Sam Houston State University received it. Dr.Kumarasamy in his presidential address stated that everyone in India has a general interest to critic the research work of others rather than publishing their research output. He stated that research and output are the two sides of the coin. More than 200 participants from Tamil Nadu, other states and abroad benefited from this workshop. Dr.M.Selvam, Workshop Director has made arrangements for this workshop. Dr.M.Babu and Dr.J.Gayathri made necessary arrangements for this workshop.

## **A Day Long International Workshop on Art of Doing Good Research and Publishing on 4<sup>th</sup> July 2015**



The Department of Commerce and Financial Studies in association with Sam Houston State University, USA and **SMART Journal of Business Management Studies** organized a Day Long International Workshop on **Art of Doing Good Research and Publishing** on 4<sup>th</sup> July 2015.

**Dr.M.Selvam**, Workshop Director, Founder – Publisher and Chief Editor of SMART Journal of Business Management Studies in his welcome address, stated that the research skill is the very important skill required for the academicians and expertise in research skill would give world recognition. He mentioned that the workshop of this kind was one of the efforts by SMART Journal in improving the quality of research and publications. He stated that India lags behind Japan and China in publication outputs. Concentrating on Quality Journals leads to aiming high thus improve the publication output in India.

**Dr.Kumaraswamy**, Syndicate Member, Professor and Head, Department of Geography, Bharathidasan University released Volume 11 Issue 2 of SMART Journal of Business Management Studies and **Dr.Balasundaram Maniam**, Sam Houston State University received it. Dr.Kumarasamy in his presidential address stated that everyone in India has a general interest to critic the research work of others rather than publishing their research output. He stated that research and output are the two sides of the coin.

**Dr.Balasundaram Maniam**, Sam Houston State University, USA delivered a Special Lecture on the topic **What to Write and Where to Publish Your “Master Piece”?** He shared his experience as the researcher and Editor of the Journal to the participants. He advised the participants to reduce the fear by co-authoring and small with average quality journal to build confidence. He discussed about the points the researcher should keep in mind before their research.

**Dr.Geetha Subramaniam**, Universiti Teknologi MARA, Malaysia delivered a special lecture on the topic “How to Write a Winning Journal Article?” She discussed the content of the research design for publications, do’s and don’ts in article publishing. She trip back to the basics and reviewed the logical foundation of research and how to do it practically.

**Prof.Mohan Gnana Olivu**, (Assistant Editor, SMART Journal of Business Management Studies), Advisor, Annai Group of Institutions delivered the Valedictory address. He mentioned that publishing is sharing one’s knowledge in the public domain. He encouraged the participants to raise question but insisting that Questioning is the key to gain knowledge. He stated that Quality is not a fixed point; the researcher should thrive to come with quality publications.

**Mrs. Zakiya Begum Sayed**, Lecturer, Al Jubail University College, Saudi Arabia offered felicitations.

More than 200 participants from Tamil Nadu, other states and abroad benefited from this workshop. **Dr.M.Selvam**, Workshop Director has made arrangements for this workshop. **Dr.M.Babu** and **Dr.J.Gayathri** made necessary arrangements for this workshop.

