

***Day Long International Workshop on
Good Writing and Publication***

held on

29.06.2017

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

Venue

Shrimati Indira Gandhi College, Tiruchirappalli

Organizer

Dr. M. SELVAM

Seminar Director

Head, Dept. of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli -620 024

&

Founder - Publisher & Chief Editor

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Department of Commerce and Financial Studies

BHARATHIDASAN UNIVERSITY

(Re - accredited with "A" Grade by NAAC)

Tiruchirappalli

**Departments of Management Studies (MBA AICTE Approved) &
Commerce**

SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited with "A" Grade (3rd Cycle) by NAAC)

Tiruchirappalli

and

SMART Journal of Business Management Studies

Cordially invite you to a

Day Long International Workshop

on

"GOOD WRITING AND PUBLICATION"

Date : 29.06.2017 (Thursday)

Time : 10.00 a.m. to 05.00 p.m.

Venue : **Y. Venkateshwara Dikshithar A/C Seminar Hall (MCA Block),**
Shrimati Indira Gandhi College, Chatram Bus Stand,
Tiruchirappalli - 620 002.

Shri. S. Kunjithapatham

Secretary, Shrimati Indira Gandhi College, Tiruchirappalli

has graciously consented to inaugurate the Workshop

Resource Persons :

Dr. Balasundaram Maniam

Sam Houston State University, USA

and

Dr. Murli Rajan

Kania School of Management, University of Scranton, USA

Dr. S. Vidhyalakshmi

Principal

Shrimati Indira Gandhi College

Tiruchirappalli

Dr. M. Selvam

Workshop Director, Professor & Head

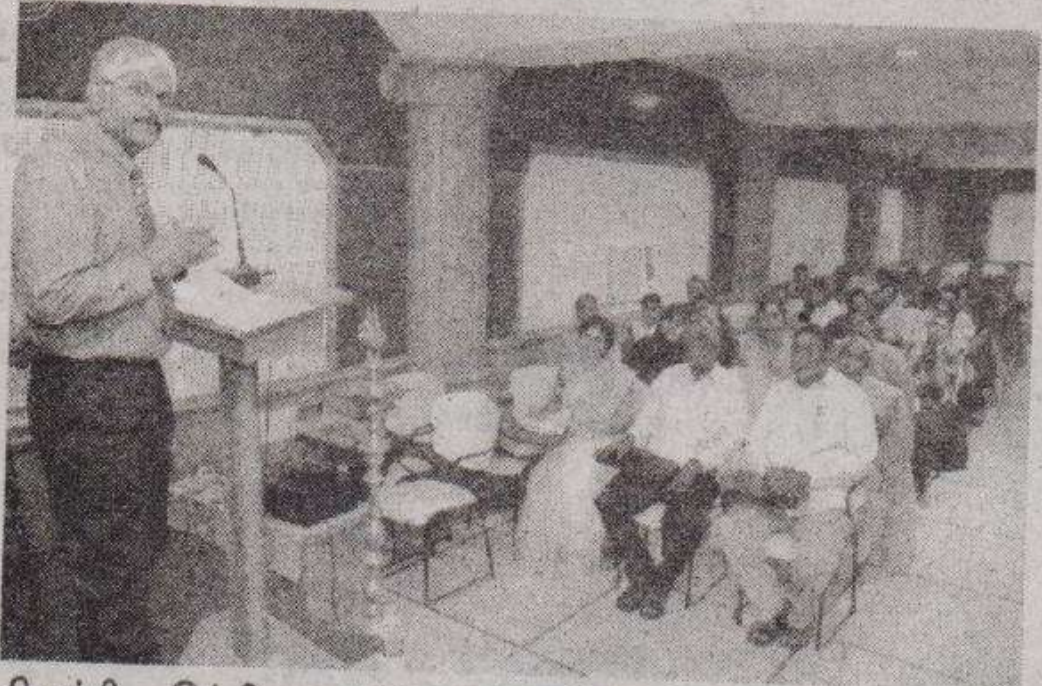
Department of Commerce and Financial Studies

Bharathidasan University, Tiruchirappalli

'சிறப்பாக எழுதுவது' கருத்தரங்கம்

திருச்சி:திருச்சி பாரதிதாசன் பல்கலை. வணிகம் மற்றும் நிதி துறை மற்றும் இந்திராகாந்தி மகளிர் கல்லூரி வணிக மேலாண்மை ஆய்வு துறை சார்பில் சிறப்பாக எழுதுவது மற்றும் வெளியீடு எனும் ஒரு நாள் சர்வதேச கருத்தரங்கம் நடந்தது.

இந்திராகாந்தி மகளிர் கல்லூரியில் நடந்த நிகழ்ச்சிக்கு கல்லூரி செயலாளர் குஞ்சிதபாதம் தலைமை வகித்தார். அமெரிக்கா சாம் ஹூஸ்டன் பல்கலை. பேராசிரியர் பாலசுந்தரம் மணியம் சிறப்பாக எழுதுவது மற்றும் வெளியீடு என்பது குறித்து பேசினார். நிகழ்ச்சியில் பாரதிதாசன் பல்கலை. பேராசிரியர்கள் செல்வம், அர்ச்சுனன் ஆகியோர் பல்வேறு தலைப்புகளில் பேசினார். முன்னதாக கல்லூரி முதல்வர் வித்யாலட்சுமி வரவேற்றார்.



திருச்சி இந்திராகாந்தி கல்லூரியில் நடந்த சர்வதேச கருத்தரங்கில் அமெரிக்கா சாம் ஹூஸ்டன் பல்கலை. பேராசிரியர் பாலசுந்தரம் மணியம் பேசினார். அருகில் கல்லூரி செயலாளர் குஞ்சிதபாதம், முதல்வர் வித்யாலட்சுமி.

**Day Long International Workshop on
“Good Writing and Publication” - 29.06.2017**



The Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, in association with Department of Management Studies and Commerce, Shrimati Indira Gandhi College, Tiruchirappalli and SMART Journal of Business Management Studies, organized a **Day Long International Workshop on “Good Writing and Publication”** on 29.06.2017, at Shrimati Indira Gandhi College, Tiruchirappalli.

Shri S.Kunjithapatham, Secretary, Shrimati Indira Gandhi College, Tiruchirappalli presided over the Inaugural Function. **Dr.M.Selvam**, Workshop Director and Founder-Publisher, SMART Journal of Business Management Studies, in his welcome address, stated that

this Workshop would help young researchers to improve the research skill and help to bring out quality publications.

Dr. Balasundram Maniam, Sam Houston State University, USA delivered the special lecture. He appealed to the participants to overcome the writer's block, especially the fear of rejection by co-authoring and starting with small piece of research writings. He trained the participants to identify the appropriate journal, by analyzing the quality - related criteria such as journal ranking, journal impact factor, journal indexing, and free accessibility. He explained the do's and don'ts of writing a journal piece. He stated the common mistakes by authors in drafting the results section and offered suggestions to avoid them. He concluded that the participants can follow their own metrics, to decide the journal, by assessing the publisher, author profile, editor profile, international readership, subject area of journal, type of article to be published and other quality metrics of journal.

Dr. G. Archunan, Professor and Head, Department of Animal Science, Bharathidasan University, delivered the Special Lecture on the topic, "**Referencing**". Providing all sources of information used in writing, the research work is known as referencing whereas acknowledging others' work by referring them individually, is called Citation. He stated that the referencing would help to bring credibility and authority to the information. The referencing has become the need of an hour on ethical grounds like intellectual integrity, differentiating between authors and others' ideas, and intellectual property rights. He elaborated the various methods of citing and referencing styles, with suitable examples. He advised the participants to avoid plagiarism, by using quotes and paraphrased material, with proper citations.

Dr. M. Selvam, Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Founder- Publisher, SMART Journal of Business

Management Studies, delivered the lecture on the topic “**Article Writing and Publication in Journal**”. He discussed the importance and types of research papers and listed the qualities of good research papers. He trained the participants in the preparation of good research papers by explaining the various components of research paper. He advised the participants to analyse the acceptance/ rejection rates, speed of handling, and speed of publication in choosing the right journal. He explained the expectations of an editor of a journal on the research papers such as originality and relevance of subject area, innovative and accepted research methodology, clarity, structure and quality of writing, theoretical and practical implication, relevance of references and adherence to the scope and objectives of the journal.

The research scholars of Commerce and Management from Bharathidasan University and students of Shrimati Indira Gandhi College attended the workshop. One faculty member, from Saudi Arabia, also participated in this workshop. Miss **A. Hemalatha**, Head of the Department PG and Research Department of Commerce, Shrimati Indira Gandhi College, delivered the vote of thanks. **Dr. S. Vidhyalakshmi**, Principal, Shrimati Indira Gandhi College and **Dr.M. Selvam**, Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University made arrangements for this workshop.