

**INTERNATIONAL WORKSHOP ON WRITING AND PUBLISHING RESEARCH
ARTICLE IN COMMERCE AND MANAGEMENT
AND
RELEASE OF 40th ISSUE OF SMART JOURNAL
20th June 2024**

The International Workshop on Writing and Publishing Research Article in Commerce and Management and Release of 40th Issue of SMART Journal have been organised by SMART Journal of Business Management Studies in association with PG & Research Department of Commerce, Cauvery College for Women (Autonomous), Trichy on 20th June 2024 with a view to provide the platform to academicians and researchers to explore the publication process, strategies to select appropriate journals, navigate the submission process, and handle peer review feedback effectively.

Dr.V. Sujatha, Principal, Cauvery College for Women (Autonomous), Trichy in her welcome address explained the significance of the workshop. **Dr. R. Babu Rajendran**, Senior Professor, Department of Environmental Biotechnology, Bharathidasan University delivered the inaugural address and released the 40th issue of SMART Journal. In his inaugural address, he highlighted the nine golden rules of research publication. He rightly pointed out the essentials of impactful research publications.



Release of 40th Issue (Vol.No: 20, Issue No:2) of SMART Journal of Business Management Studies

Dr. Balasundaram Maniam, Professor, Sam Houston State University USA, delivered the Key Note address on the topic, “Qualitative Vs. Quantitative Research”. He explained the importance of numeric and subjective phenomena of research. He cited various

examples for the qualitative as well as quantitative research in the field of commerce and management.

Professor. M. Selvam, Founder-Publisher and Chief Editor, SMART Journal of Business Management Studies delivered a special lecture on the topic “**Article Writing and Publication in Journal**”. He explained components of research article and suitability of article to the journal. He detailed the methodology and approach in writing research article. He encouraged the participants to aim for publications in high impact journals.

Dr. G. Veerakumaran, Professor and Head (Retd.), Department of Cooperative Management, College of Co-operation, Banking and Management, Kerala Agricultural University, Thrissur handled the session on the topic, “**Ethics in Writing Research Article**”. He explained about plagiarism and guiding principles for ethical research. He insisted that the entire research process should be built on ethical premises.

Dr.S. Iyyampillai, Senior Professor (Retd.), Department of Economics, Bharathidasan University, Trichy gave valedictory address and delivered a special lecture on “**Citation: Qualitative Check for Publication**”. He explained the importance of citations, citation indicators and research quality.



More than 150 participants from various colleges attended the workshop and gained insights about the writing and publishing of research article in commerce and management. **Dr.S. Sudha**, Professor and PG Head, Department of Commerce, Cauvery College for Women (Autonomous) proposed vote of thanks.