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

Venue
Bharathidasan University

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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Dr. J. Gayathri
Workshop Coordinator and Assistant Professor
Dept. of Commerce and Financial Studies
Bharathidasan University, Tiruchirappalli
Day Long International Workshop
on
Art of Doing Good Research and Publishing

Important Dates

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1st 2015</td>
<td>Last Date for Registration</td>
</tr>
<tr>
<td>4th July 2015</td>
<td>Date of the Workshop</td>
</tr>
</tbody>
</table>

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

and

SMART
Journal of Business Management Studies
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 smartjournelevent@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**

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

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
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Constituent College, India

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Mobile: 09962008661; E-mail-smartjournalalevent@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

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

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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, Kamaraswamy, Syndicate Member, Professor and Head, Department of Geography, Bharathidasan University, Balasundaram Maniam, Sam Houston State University, and G. Subramaniam, Universiti Teknologi MARA, Malaysia, spoke.

Road roko hits traffic at Ramji Nagar

Special Correspondent

TIRUCHI: Traffic on Tiruchi-Dindigul road was disrupted for about an hour on Saturday by a protest by workers of MTR Construction Company who were demanding higher wages. The road was completely blocked between Kumbakonam and Ramji Nagar. The protests, mostly women, took part in the protest with empty pots. T. Muthuselvam, councillor of the 40th ward, led the protest. Some of them said that they had not received wages. On information, the police rushed to the spot and held negotiation with the protesters. Upon assurance by the corporation official, the road was cleared.

DSSC gets ISO certification

Staff Reporter

COIMBATORE: Defence Services Staff College (DSSC) has been awarded 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...
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. K. Kumarasamy, 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. K. Kumarasamy in his presidential address stated that everyone in India has a general interest to utilize 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.
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 4th 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.

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