Two Day National Workshop

on

Art of Writing Research Article in Commerce and Management

held during

23rd and 24th October 2010

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
Workshop 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
SMART Journal payable at Tiruchirappalli. The fee for the accompanying person is the same as that of delegates of the respective category.

**Travel and Accommodation**

The participants are requested to make their own travel arrangements. The accommodation will be arranged on full payment of room tariff in advance in addition to the delegate fee. No TA & DA will be paid to the participants. Advance intimation about travel plan of the delegates will be much appreciated.

**How to reach the Workshop Venue**

The main campus of Bharathidasan University is located 16 kms away from Trichy City on Trichy- Pudukkottai Highway (NH-45). The simplest and most economical way to reach University from Trichy City is by bus. K-1 series of town bus are available every 45 minutes from Central Bus Stand, Trichy. The journey time from Trichy will be around 30 minutes. The executive way of reaching University will be hiring a taxi. Taxis may charge around Rs.300/-.

**Workshop Organizing Committee**

Dr. M. BABU, Dr. S. VANITHA and Dr. J. GAYATHRI

Faculty Members, Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu.

The address for Correspondence

**Dr. M. Selvam**

Workshop Director

Associate Professor and Head,

Department of Commerce and Financial Studies,

Bharathidasan University, Tiruchirappalli - 620024

Tamil Nadu

&

Founder - Publisher and Chief Editor,

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**Two Day National Workshop**

*On*

**Art of Writing Research Article in Commerce and Management**

**Important Dates**

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**Organized by**

Department of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli - 620 024

Tamil Nadu, India

www.bdu.ac.in

and

SMART Journal of Business Management Studies

www.smartjournalbms.org
Department of Commerce and Financial Studies

The Department of Commerce and Financial Studies was created in Bharathidasan University in the year 1998 with the objective of promoting research, teaching and training in the frontier fields of Commerce and Management. The Department has become a pioneer in the area of finance. It offers M.B.A (Financial Management), M.Phil and Ph.D. The area of research in the Department includes corporate finance, mergers and acquisitions, investment management, capital markets, credit management, risk management and so on. In its pursuit of excellence, the Department organizes seminars, conferences and workshops on regular basis. The Department proposes to organize a Two Day National Workshop on Art of Writing Research Article in Commerce and Management on 23rd and 24th October 2010 in association with the SMART Journal of Business Management Studies. The research scholars and faculty members from various educational institutions would participate.

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 conducts seminars and workshops which will discuss in detail various research papers. To achieve the above objective, it has been decided to organize a two day workshop for Research Scholars and faculty members.

The Theme of the Workshop

We are living in a highly competitive world where only the fittest survives. The main aims behind this workshop are:

1. To train the scholars/ teachers on the preparation of good and effective article.
2. To make the writers to prepare research articles in such a way that it would be published in world top journals with impact factor.

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Guidelines for Registration

- Participation as delegate is invited from colleges and universities' teachers and scholars.
- Registration could be made if you provide the name of the participant, corresponding address, e-mail ID, fax, telephone number, DD particulars, etc in writing. However, participants may also submit their registration as an e-mail attachment using MS Word to drmselvam@yahoo.co.in.
- The use of e-mail is encouraged for all further correspondence including acceptance of letter, invitation, etc. and acceptance for participation will be sent to the delegates only through e-mail.

Registration Fee

- Rs. 600 per delegate for faculty members / faculty scholars
- Rs. 400 per delegate for M.Phil and PhD research scholars

The registration fee covers lunch and tea. The fee should be paid in the form of cash / crossed DD drawn in favour of
3.00 pm  

Valedictory Function

Presidential Address  

Dr. S. Sridharan  
Controller of Examinations  
Bharathidasan University

Valedictory Address  

Dr. K. Parthasarathy  
Director, IECD and Syndicate Member  
Bharathidasan University

Felicitation  

Dr. M. Babu, Dr. S. Vanitha & Dr. J. Gayathri  
Assistant Professors, Bharathidasan University

---

Two Day National Workshop  

on  

Art of Writing Research Article in  
Commerce and Management

23rd and 24th October 2010

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Workshop Director  
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(An International Serial of Scientific Management and Advanced Research Trust)  
Visit  
www.smartjournalbms.org
All are cordially invited to the
Two Day National Workshop on
Art of Writing Research Article in
Commerce and Management

*Venue*: A/C Auditorium (Near Maths Department), Bharathidasan University, Main Campus.

**23.10.10 - Saturday**

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<td>10.00 am</td>
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| Presidential Address | **Dr. (Mrs). K. MEENA**  
Vice-Chancellor, Bharathidasan University |
| Felicitation by | **Dr. P. Govindasamy**  
Syndicate Member, Bharathidasan University |
| 11.45 am | Plenary Session-I                                                   |
| Special Lecture on | *Philosophical Foundation of Management and Social Science Research* |
| Special Lecture on | **Dr. Sorab Sadri**  
Editor, IMED Journal of Management and Social Research  
Bharathi Vidyapeetha University, Pune |
| 2.00 pm  | Plenary Session-II                                                  |
| Special Lecture on | *Components of a Research Paper*                                      |
| Special Lecture on | **Dr. N. Vivek**  
Blind Reviewer for Management Journals  
PSG Institute of Management, Coimbatore |

**24.10.10 - Sunday**

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<tr>
<td>9.30 am</td>
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<td>10.00 am</td>
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| Special Lecture on | **Dr. Sorab Sadri**  
Editor, IMED Journal of Management and Social Research  
Bharathi Vidyapeetha University, Pune |
| 11.45 am | Plenary Session-V                                                   |
| Special Lecture on | *Reference and Style*                                              |
| Special Lecture on | **Dr. P. S. S. Prasad**  
Chief Editor, National Journal of Technology  
PSG Institute of Technology, Coimbatore |
| 2.00 pm  | Plenary Session-VI                                                  |
| Special Lecture on | *How to calculate Impact Factor and Citation Index*                |
| Special Lecture on | **Dr. N. Vivek**  
Blind Reviewer for Management Journals  
PSG Institute of Management, Coimbatore |

**9.30 am**

Registration

**10.00 am**

Inaugural Function

**Presidential Address**

**Dr. (Mrs). K. MEENA**  
Vice-Chancellor, Bharathidasan University

**Felicitation by**

**Dr. P. Govindasamy**  
Syndicate Member, Bharathidasan University

**11.45 am**

Plenary Session-I

**Special Lecture on**

*Philosophical Foundation of Management and Social Science Research*

**Dr. Sorab Sadri**  
Editor, IMED Journal of Management and Social Research  
Bharathi Vidyapeetha University, Pune

**2.00 pm**

Plenary Session-II

**Special Lecture on**

*Components of a Research Paper*

**Dr. N. Vivek**  
Blind Reviewer for Management Journals  
PSG Institute of Management, Coimbatore

**3.30 pm**

Special Lecture on

**Plenary Session-III**

*Journals Reviewers Expectations and Reviewing Critically*

**Dr. P. S. S. Prasad**  
Chief Editor, National Journal of Technology  
PSG Institute of Technology, Coimbatore

**5.00 pm**

Cultural Function

**3.00 pm**

Special Lecture on

**Plenary Session-IV**

**Dr. Sorab Sadri**  
Editor, IMED Journal of Management and Social Research  
Bharathi Vidyapeetha University, Pune

**5.00 pm**

Special Lecture on

**Plenary Session-V**

*Reference and Style*

**Dr. P. S. S. Prasad**  
Chief Editor, National Journal of Technology  
PSG Institute of Technology, Coimbatore

**8.00 pm**

Cultural Function

**3.00 pm**

Special Lecture on

**Plenary Session-VI**

*How to calculate Impact Factor and Citation Index*

**Dr. N. Vivek**  
Blind Reviewer for Management Journals  
PSG Institute of Management, Coimbatore
Research incomplete without publication of articles: VC

Staff Reporter

TIRUCHI: Information resources and retrieval strategies for refereed journals, writing of research article, components of a research paper, journal reviewers expectations and reviewing critically, reference and style, journal impact factor, calculation of impact factor and citation index were discussed at the two-day national workshop on ‘Art of Writing Research Article in Commerce and Management’ organised by the Department of Commerce and Financial Studies, Bharathidasan University, Trichy, in association with SMART Journal of Business Management Studies, on Friday and Saturday.

With research article publishing being made mandatory by the University Grants Commission, it was time the researches in commerce and management were converted into papers of international standard, according to M. Selvam, Department Head and Founder-Publisher, SMART Journal of Business Management.

The Registrar T. Ramaswamy said the topic was pertinent since researchers in India were in the practice of sifting greater effort in collecting the material than in writing it for journals due to the urgency to publish the thesis.

Research ensures employability

Researches, if carried out systematically, can ensure employment to the candidates, P. Govindasamy, Syndicate Member and Professor of Tamil, Tamil University, Thanjavur, said.

Presiding over the inaugural, the Vice-Chancellor K. Meena observed that a research task gets completed only if the findings are made known to others through publication as articles in journals.

In the prevailing situation, academicians find themselves in a situation of publish or perish, she said. Articles have to be structured clearly and logically to serve the academic purpose. Dr. Meena handed over the CD of the presentations to the Registrar.

Srinivasan Raghavan, Librarian, Bharathidasan University, spoke on ‘Information Resources and Retrieval Strategies for Refereed Journals’. He introduced various sources of information like primary sources, databases and books to the participants. G. Aruchunan, Associate Professor, Department of Animal Science, in his talk on ‘The Process of Article Writing and its Impact’ advised researchers to concentrate on abstract, introduction, methods, results, discussion, tables, figures and title in preparing the articles.

N. Vivek, Blind Reviewer for Management Journals and Assistant Professor, PSG Institute of Management, Coimbatore, initiated a discussion on ‘Components of Research Paper’ and ‘How to calculate Impact Factor and Citation Index’.

P. S. S. Prasad, Chief Editor, National Journal of Technology, PSG Institute of Technology, dwelt on the topics: ‘Journal Reviewers Expectations and Reviewing Critically’ and ‘Reference and Style’.

Nearly 200 participants from various colleges and universities from the various states took part.
பாதுகாப்பு பதிவு - பி நூறாம் வருடம் இல்லை!  

சின்னி, ஆக. 22-ஆம் தேதியன்று முன் கல்விக்கான அதிகாரியினருக்கு முன்னேற்றத்திற்கான உறுதியான ஊராட்சி தினகாலத்தில் பாதுகாப்பு பதிவு தொடங்கப்பட்டது. இதனை தேர்வு செய்து வந்தவர்கள் காலான்டோம் பகுதியின் முன்னேற்றத்திற்கு பதிவு தொடங்கியது.

என்னுடைய முன்னேற்றத்திற்கு பதிவு தொடங்கப்பட்டது. இதனை தேர்வு செய்து வந்தவர்கள் காலான்டோம் பகுதியின் முன்னேற்றத்திற்கு பதிவு தொடங்கியது.

காலான்டோம் பகுதியின் முன்னேற்றத்திற்கு பதிவு தொடங்கப்பட்டது. இதனை தேர்வு செய்து வந்தவர்கள் காலான்டோம் பகுதியின் முன்னேற்றத்திற்கு பதிவு தொடங்கியது.

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பாதுகாப்பு பதிவு - பி நூறாம் வருடம் இல்லை!
அரவின் சீனக்கால் ராஜா ரம்பத்தை நூற்று பிரிந்தது

துணை தமிழ்நாட்டு விளக்க நிறுவனம்

துணையச் செய்தி அனைத்து 22-வது பள்ளியில் போராட்டத்தில் கலந்துருகியது. ஆண்டுகள் முன்னர் போராட்டத்தில் கலந்துருகியது. 2 பால் பிரித்து 2 மகாகாலம் போராட்டத்தில் கலந்துருகியது. 150 வருந்திகள் போராட்டத்தில் கலந்துருகியது. ஆண்டுகள் முன்னர் போராட்டத்தில் கலந்துருகியது.
திசை மாவட்டத்தில் கம்பித்து சுமாராக 1200 க்கும் மேள் தொட்டிகள்

தி.சை. சூ. 24

திசை மாவட்டத்தில் கம்பித்து சுமாராக 1200 க்கும் மேள் தொட்டிகள் தோன்றி வருகின்றன. இது மதிக்கப்பட்ட ஒரு பல்வேறு பிள்ளைகளின் கூட்டாட்சிகளின் தொகையாகவும் கூட்டுச்சேசியாகவும் விளங்கும் விளைவுடன் வைக்கப்பட்டது.

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Two Days National Workshop on Art of Writing Research Article in Commerce and Management

Information Resources and Retrieval Strategies for Refereed Journals, Writing a Research Article, Components of a Research Paper, Journal Reviewers Expectations and Reviewing Critically, Reference and Style, Journal Impact Factor, Calculation of Impact Factor and Citation Index were among the areas discussed upon during the Two Days National Workshop “Art of Writing Research Article in Commerce and Management” organized by the Department of Commerce and Financial Studies, Bharathidasan University, Trichy, in association with SMART Journal of Business Management Studies during 23rd and 24th October 2010 at the A/C Auditorium, Bharathidasan University Main Campus, Trichy.

At the inaugural function Dr. M. Selvam, Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Founder- Publisher, SMART Journal of Business Management Studies in his welcome address pointed out that this novel Interactive Workshop was planned to address the need for paradigm shift amongst Commerce/Management teachers and scholars.

Dr. T. Ramaswamy, Registrar, Bharathidasan University told that this topic is not taken for discussion in any other universities. The workshop on research article writing is very pertinent since publishing the research work is fundamental. He encouraged the researchers to carry out the research to be useful for the community in humanities subject. He insisted that the Universities should also take steps to improve the quality of the research.
Dr. P. Govindasamy, Syndicate Member, Bharathidasan University and Professor of Tamil, Tamil University offered felicitation. He insisted on the research guides in carrying out research without compromising the quality for timely completion. The research can provide employment to the researcher, if carried out systematically.

Dr. (Mrs). K. Meena, Vice-Chancellor, Bharathidasan University in her presidential address pointed out that the research task completes only if the findings are made known to others by publishing it and the present academic era ‘Publish or Perish’ pushed the academicians to publish their research findings. The Vice-Chancellor advised that the researcher should think in a systematic and analytical way, inculcate the habit of reading and writing article, use simple language without fancy expressions or sophisticated style. The clearer and more logical a paper is structured, the better it serves its academic purpose.

Dr. (Mrs). K. Meena, Vice-Chancellor, Bharathidasan University released the C.D containing the presentations of the resource person of the Workshop and the Registrar of Bharathidasan University Dr. T. Ramaswamy received it.

Dr. Srinivasa Raghavan, Librarian, Bharathidasan University, Trichy delivered the speech on “Information Resources and Retrieval Strategies for Refreed Journals”. He introduced various sources of information like Primary Sources, Databases, Books, Organisation to the participants.

Dr. G. Archunan, Associate Professor, Department of Animal Science, Bharathidasan University in his speech on “The Process of Article Writing and its Impact” advised the researchers to concentrate on the contents like abstract, introduction, methods, results, discussion, tables, figures and title in preparing the articles. The art of reviewing the existing research works was interestingly explained by the speaker.

Dr. N. Vivek, Blind Reviewer for Management Journals, Assistant Professor, PSG Institute of Management, Coimbatore discussed about the “Components of Research Paper” and “How to calculate Impact Factor and Citation Index”. He has explained the various types of research papers such as Argumentative papers, Analytical papers, Definition papers, Compare and contrast papers, Cause and effect papers, Reports, and
Interpretive papers. He has also given tips for preparing and publishing empirical research papers.

“Journal Reviewers Expectations and Reviewing Critically” and “Reference and Style” was explained by Dr.P.S.S. Prasad, Chief Editor, National Journal of Technology, PSG Institute of Technology, Coimbatore. He explained the Scholarly peer review (also known as refereeing), the process of subjecting an author's scholarly work, research, or ideas to the scrutiny of others who are experts in the same field, before it is published. He has also covered various styles of referencing such as Elsevier, European Journal, IEEE paper and scientific paper.

Nearly 200 participants from various colleges and universities from the various states attended this workshop. Dr.M.Selvam, Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Founder- Publisher, SMART Journal of Business Management Studies organised this workshop.