UGC Sponsored National Workshop

On

Writing and Publishing Research Article in

Commerce and Management

held during

19th and 20th November 2011

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

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Tamil Nadu
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. Tiruchirappalli has a wide choice of good hotels with room tariff ranging from Rs.600/- to Rs.3000/- per day per head. 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) and 350 kms from Chennai. 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/-. 

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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
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Department of Commerce and Financial Studies

The Department of Commerce was created in Bharathidasan University in the year 1998 with the objective of promoting research, teaching and training in the frontier fields of Commerce. The Department has become a pioneer in the area of finance. It offers M.B.A (Financial Management), M.B.A (Marketing Management), M.Phil Management under full time and Ph.D in Commerce as well as Management under full time programme. 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 Workshop on “Writing and Publishing Research Article in Commerce and Management” in association with 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 wants to conduct seminars and workshops, which will discuss in detail various research papers. In line with the above objective, it has been decided to organize a two day workshop for UG/PG students, M.Phil, Ph.D scholars and faculty members.

Theme of the Workshop

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

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

This workshop would help each and every participant to overcome the competition and reach to great heights. Therefore, the Workshop would focus the following Themes:

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Guidelines for Registration

» Participation as delegate is invited from educational institutions 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 WHITE PAPER. However, participants may also submit their registration as an e-mail attachment using MS Word to gayajayapal@gmail.com.

» The use of e-mail is encouraged for all further correspondence including acceptance of letter, invitation, etc. The acceptance for participation will be sent to the delegates only through e-mail.

Registration Fee

» Rs. 400 per delegate for faculty members / faculty scholars
» Rs. 300 per delegate for M.Phil and PhD research scholars
» Rs. 250 per PG/UG students.

The registration fee covers lunch and tea. The fee should be paid in the form of cash / crossed DD drawn in favour of SMART Journal payable at Tiruchirappalli. The fee for the accompanying person is the same as that of delegates of the respective category.
தினைக்குறிச்சி பள்ளியின் கல்வி தலைமை வெளியீட்

நவம்பர் 23, 2011 க்குள் நடந்து கொண்டாட்டம்

தினைக்குறிச்சியில் பிரித்துள்ள பள்ளியின் பயிற்சி மையத்தில் நடை புகும் கல்வி தலைமை பெற்றுள்ளது. பிரித்துள்ள பள்ளியின் பயிற்சி மையத்திலும் நடைபெற்றுள்ளது. கல்வி தலைமை நடைபெற்றுள்ளது. காலை நேரம் 9:00 மணி வரை முடியும் பகுதி எதிர்காட்சியை முடியும். பெயர்ப்பியர் என்று பதிவு செய்யப்பட்டுள்ளது. எனைக்குறிச்சி பள்ளியின் கல்வி தலைமை வெளியீடு செய்யப்பட்டுள்ளது.
அதிகாரிகள், வங்கிகள் பின்னர் வார்த்தை செய்தலைகளை விளக்கும் காலை : லெண்டா டீ.பி.
Two Days National Workshop on Writing and Publishing Research Article in Commerce and Management

SMART Journal of Business Management Studies in association with the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, organized a UGC Sponsored Two Days National Workshop on “Writing and Publishing Research Article in Commerce and Management” during 19th and 20th November 2011 at the A/C Auditorium, Bharathidasan University Main Campus, Trichy.

Dr. M. Selvam in his welcome address mentioned that publishing research articles is the high level academic exercise and the Workshop of this kind would guide the participants in preparing and publishing quality article.

Dr. (Mrs). K. Meena, Vice-Chancellor, Bharathidasan University released the CD containing the presentations of the resource persons and Dr. R. Karpaga Kumaravel, Synidacte Member, Bharathidasan University, Professor and Head, Department of Educational Technology received it.

Dr. (Mrs). K. Meena, Vice – Chancellor in her Presidential address told that Writing an article is a pleasant task, such writing with quality, accuracy, clarity, reliability, supported by secondary data, validated results through statistical packages would be published in reputed journals. In the present day of Information Technology Revolution, the opportunity available for writing and publishing article is extensive.
Dr. R. Karpaga Kumaravel told that the Indian Researches’ are mostly theoretical in nature. He mentioned that the technology has enhanced the quality of research; however, the research scholars and faculty members do not tap resources. The research have novelty and newness and should be accountable to the society, university and industry, the speaker told.

Dr. Srinivasaragavan, Librarian and Head, Department of Library and Information Science, Bharathidasan University in his lecture on “Scholarly Resources and Citation Styles” explained the importance of E-Resources available and the management resources and the resources from institutions like World Bank, WTO, AIMA, National Institute of Financial Management, RBI etc.

Dr. B. Sripirabaa, Blind Reviewer for Management Journals, Associate Professor, GRG School of Management Studies, Coimbatore detailed about the components of research article and provided guidelines in effectively drafting all the Components in her special lecture on “How to write Research Article?” She told that the paper has to be written to minimize the possibility of rejection for bad reasons, such as a weak concept, incompleteness, language etc in her detailed presentation on “Journal Reviewers’ Expectations and Reviewing Critically”.

“Writing Literature Review” and “Reference and Style” were the topics covered by Dr. Roji George, Blind Reviewer for Management Journals, Associate Dean and Professor of Finance, Saintgits Institute of Management, Kerala. He mentored the participants to achieve Quality literature study with appropriate breadth and depth, rigour and consistency, clarity and brevity and effective analysis and synthesis.

Dr. N. Jayabalan, Reviewer, Journal of Swamy Botanical Club, Professor of Plant Science, Bharathidasan University in his special lecture on “Impact Factor and H Index” explained the importance of Impact Factor.
The Valedictory function was presided over by **P.Ravindranath**, Principal Consultant, R K Swamy BBDO Pvt Ltd, Cochin and Former President, Kerala Management Association. In his presidential address, he state that the research is important in all walks of industry and publishing the research output with clarity would benefit all the readers. **Dr.S.Iyyampillai**, Professor of Economics, Bharathidasan University in his valedictory address counseled the researchers to explore unexplored subject matter by critical thinking. He told that such research output would attract many Journals for its publication. The best publication by the researchers would also attract many research sponsoring organizations for the sponsorship.

Nearly 200 participants from various colleges and universities from Tamil Nadu, Karnataka, Kerala, Pondicherry and Andhra Pradesh benefited from this workshop. **Dr.M.Selvam**, Workshop Director, Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and Founder- Publisher, SMART Journal of Business Management Studies organized this workshop.