

**National Workshop on
Writing and Publishing Quality Research Paper in
Commerce and Business Management
8-9 February, 2020
Faculty of Business Studies
DAV University, Jalandhar, Punjab
www.davuniversity.org**



Research Paper Writing and Publication

Research is getting increasing priority in higher education nowadays. A great deal of value is involved in publishing quality research papers in academic journals of high reputation indexed in Scopus, ABDC, Thomson Reuters and UGC Care etc. The quality research publication is the manifestation of the quality of the research conducted by the researchers and academicians.

Research paper writing is a necessary skill that must be learned by repetitive practice of reading, writing and revising. Research Paper writing can take many forms such as review paper, case-based paper, analytical research paper, experimental research paper etc. depending upon the methodology used by the researcher for studying the objectives of his/her research. Many a time, research scholars find it difficult to publish in high impact journals because they lack the orientation and training required to satisfy the standards of these journals. Therefore, it is necessary for every researcher to acquire the knack of research paper writing and publishing.

Learning Objectives

This workshop endeavors to improve the dissemination of research and enhance knowledge sharing through quality publications. The workshop has been designed for the research scholars and academicians who want to develop the skills needed to write and submit scientific manuscripts for publication in reputed research journals.

Quality research paper writing is not possible without quality research work. This workshop will firstly focus on training the participants in conducting quality research by providing them with practical suggestions and guidelines for effective research in the domains of Commerce, Business Management and other social sciences. Lack of understanding about the basics of different components of a research paper may lead to desk rejection by the journal editors. This workshop will help the participants in understanding different components of a research manuscript e.g. How to select the title for the paper? How to write an abstract? How to write the introduction? How to develop the argument/s and hypotheses from the review of literature? What to include in the methodology section? What should you include in analysis part of a research paper? How to draw conclusions? What should be included in the discussion section? How to present tables and figures in a research paper? How to organize the reference section?

The workshop will delve deep into the dynamics of publishing in quality research journals by answering the specific questions like: How to select relevant journal? What are editors looking for? How to submit the paper? What does the peer review process involve? How to respond to the objections/comments of the reviewers?

The participants will also understand the issues related to authorship, plagiarism and ethics in publication. Participants may bring their specific queries for discussion during the workshop.

Who Should Attend

- ✓ Faculty in Commerce/Management departments in colleges/universities
- ✓ Research Scholars/Students who are currently working on their dissertation
- ✓ JRFs and NET cleared candidates who want to join Ph.D. in Commerce / Management
- ✓ Industry professionals interested in writing and publishing their experiences

Venue and Timing

Date: 8 and 9 February 2020, starts at 9:00 a.m.

Venue: AD-201 Business Development Centre, Faculty of Business Studies, DAV University, Jalandhar.

Certificate of Participation

DAVU will issue certificates to the successful participants.

About the Organisers

DAV University at Jalandhar traces its roots to the legacy that has been reforming and redefining India's educational scenario for 133 years. The University is the culmination of the movement that started with the founding of the first DAV institute to propagate the ideals of the religious and social reformer Swami Dayanand Saraswati. DAV University is a multi-disciplinary institution, home to faculties of engineering, languages, commerce & business management, sciences, agricultural sciences, education, physical education, media and journalism. The University encourages interdisciplinary studies and believes that all areas of study can inform and enrich each other. Since DAV University aims academic excellence, its curriculum conforms to that of the world's very best universities. This institution is set to become a global hub in education, research and placement of the students.

Faculty of Business Studies, DAVU is hosting this event. It includes three schools:

- **DAVU School of Business (DSB)** offering MBA and BBA
- **DAVU School of Commerce (DSC)** offering M.Com, B.Com (Prof) and B.Com (Hons)
- **DAVU School of Economics (DSE)** offering B.Sc (Eco) and M.Sc (Eco)

About the Resource Person



Sandeep Vij, Ph.D.

Dr. Vij is Associate Professor at the Department of Commerce & Business Management (CBM) and Head of Consultancy Cell, DAV University, Jalandhar. He was earlier Associate Professor & Deputy Dean, Department of Management at Lovely Professional University and headed the domain of International Business, Retail and Strategy there. He has more than 24 years of experience in academics, research and industry. After completing his doctorate in Marketing from G.N.D.U., he specialized in Strategic Management from Strategic Management Forum (SMF) based at Indian Institute of Management, Lucknow. He teaches Strategic Management and conducts workshops on Entrepreneurship & Business Plan, Business Research Methods, Case Study Method, Business Simulation and Digital Marketing. He has attended FDPs at IIMB, MDI, IIFT, IIMC, IIMK, MDI and IIML

under Management Teachers Program of SMF. He is a passionate researcher and has presented papers and case studies in reputed national and international conferences, published 35 research papers (including 6 in SCOPUS indexed journals and 4 in ABDC journals). His research is focused in the areas of Entrepreneurship, Family Business Management, Performance Management and Knowledge Management. He is a reviewer for many research journals of repute e.g. International Journal of Productivity and Performance Management, Management Research Review, Journal of Applied Research in Higher Education, Journal of Information and Knowledge Management, Entrepreneurship Research Journal etc. He has handled advanced business simulation games like Marketplace, CESIM, GoVenture and Smartsims. He is a consultant to many SMEs and Entrepreneurs in Punjab.

He can be reached at: profsandeepvij@gmail.com or sandeep.vij@davuniversity.org M +91 9876045957

How to Participate

- ✓ Interested individuals can fill the registration form at: <https://tinyurl.com/DAVU-RP>
- ✓ Workshop Fee: Faculty Participant: ₹ 1,500, Research Scholar/ Student: ₹ 1,000
(Fees Include workshop material, tea, and lunch)
- ✓ Participation in the workshop will be limited to 50 participants on first-cum first-serve basis.
- ✓ Last date for applying: February 5, 2020.

Payment Options:

1. Demand Draft :	2. NEFT transfer :	
in favour of Registrar, DAV University, Jalandhar. Payable at Jalandhar.	ACCOUNT NO	32960453224
	ACCOUNT NAME	REGISTRAR, DAV UNIVERSITY, JALANDHAR
	BANK NAME	STATE BANK OF INDIA
	BRANCH	SARMASTPUR, DAV UNIVERSITY, JALANDHAR-144012
	BRANCH CODE	16307
	IFSC CODE	SBIN0016307

Event Coordinators

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