

International Workshop
on
**Writing and Publishing Research Article in Commerce and
Management**
&
Release of 40th Issue of SMART Journal

20th June, 2024

Organized by



PG & RESEARCH DEPARTMENT OF COMMERCE
Cauvery College for Women (Autonomous), Trichy
www.cauverycollege.ac.in

and

SMART Journal of Business Management Studies
(A Professional, Refereed, International and Indexed Journal)
www.smartjournalbms.org

All are cordially invited to the
International Workshop
On Writing and Publishing Research Article in Commerce and
Management
&
Release of 40th Issue of SMART Journal

Venue : Seminar Hall, Cauvery College for Women
(Autonomous), Trichy

20.06.2024 - Thursday

10.00 a.m. to 11.00 a.m. : **Release of 40th Issue of SMART Journal &**
Inaugural Function of International Workshop

Welcome Address : **Dr. V. SUJATHA**
Principal,
Cauvery College for Women (Autonomous)

Release of 40th Issue of
SMART Journal &
Inauguration of Workshop : **Dr. R. BABU RAJENDRAN**
Senior Professor
Department of Environmental Biotechnology
Bharathidasan University, Trichy

Key Note Address : *Qualitative VS Quantitative Research*

Dr. BALASUNDRAM MANIAM
Professor, Sam Houston State University, USA

11.15 a.m. - 12.30 p.m. : *Plenary Session-I*
Special Lecture on

Article Writing and Publication in Journal

PROFESSOR M. SELVAM

Founder-Publisher and Chief Editor

SMART Journal Business Management Studies

01.15 p.m. - 02.30 p.m. : *Plenary Session- II*
Special Lecture on

Ethics in Writing Research Articles

Dr. G. Veerakumaran

Professor and Head (Retd.),
Department of Co-operative Management,
Kerala Agricultural University, Thrissur.

02.45 p.m. – 03.45 p.m. : **VALEDICTORY FUNCTION**

Valedictory Address : *Citation: Qualitative Check for Publication*

Dr. S. IYYAMPILLAI

Senior Professor (Retd.)
Department of Economics, BDU

WORKSHOP COORDINATORS

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Head Department of Commerce,
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Trichy – 18

Dr. V. SUJATHA

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&

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