



Report on Webinar
organized by Faculty of Commerce & Management
in association with Elsevier
'Best Practices in Research and Research Article Writing'
June 16, 2022

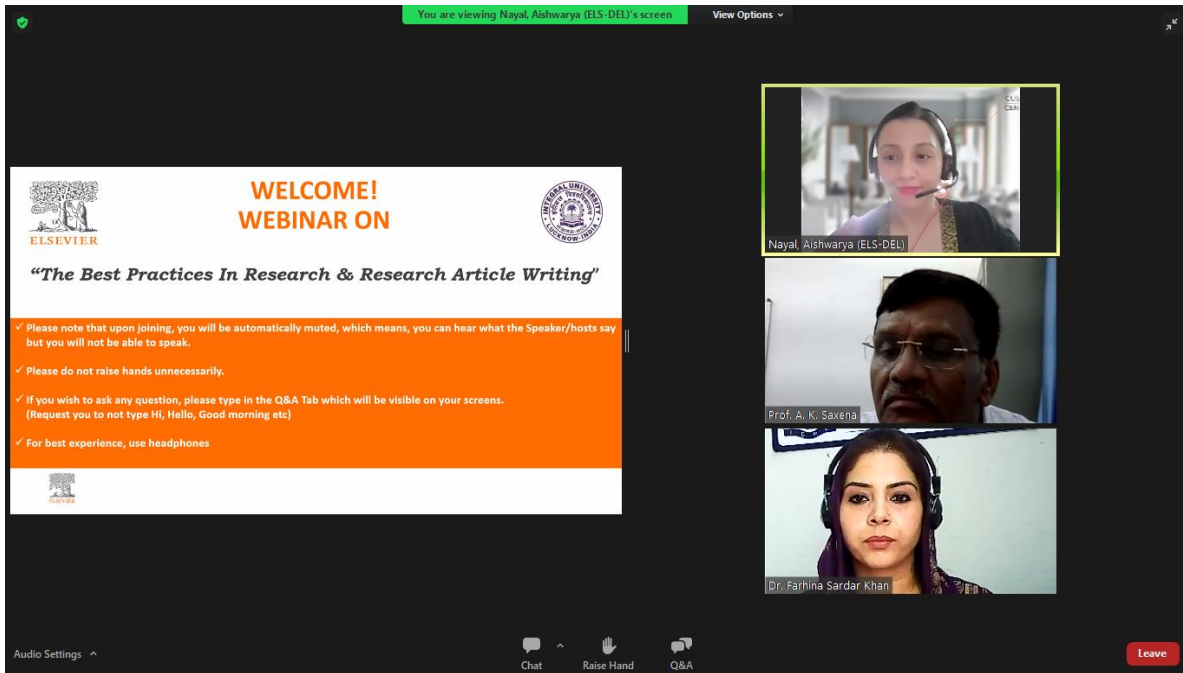
Faculty of Commerce and Management organized a Webinar on the theme '**Best Practices in Research and Research Article Writing**' in Association with **Elsevier** through the virtual platform (Zoom) under the guidance of **Prof. A .K. Saxena Dean, FCM** and **Dr. S. S. Mazhar, Head, DCBM** on Thursday 16th June 2022. The guest speaker of the session was **Ms. Aishwarya Nayal**, Customer Consultant, Elsevier South Asia. The event was attended by 84 unique users and 128 members registered for the same.

Academicians and research scholars are constantly working hard to publish high-quality research publications. This demand is enshrined in legislative requirements of the educational institutions' strategic endeavours to improve research. With this desire in mind, the goal of this webinar is to deconstruct what makes a great research paper and highlight the benefits and relevance of producing one. This webinar will serve as a practical guide to the art of writing papers, with the help of some notable examples and activities.

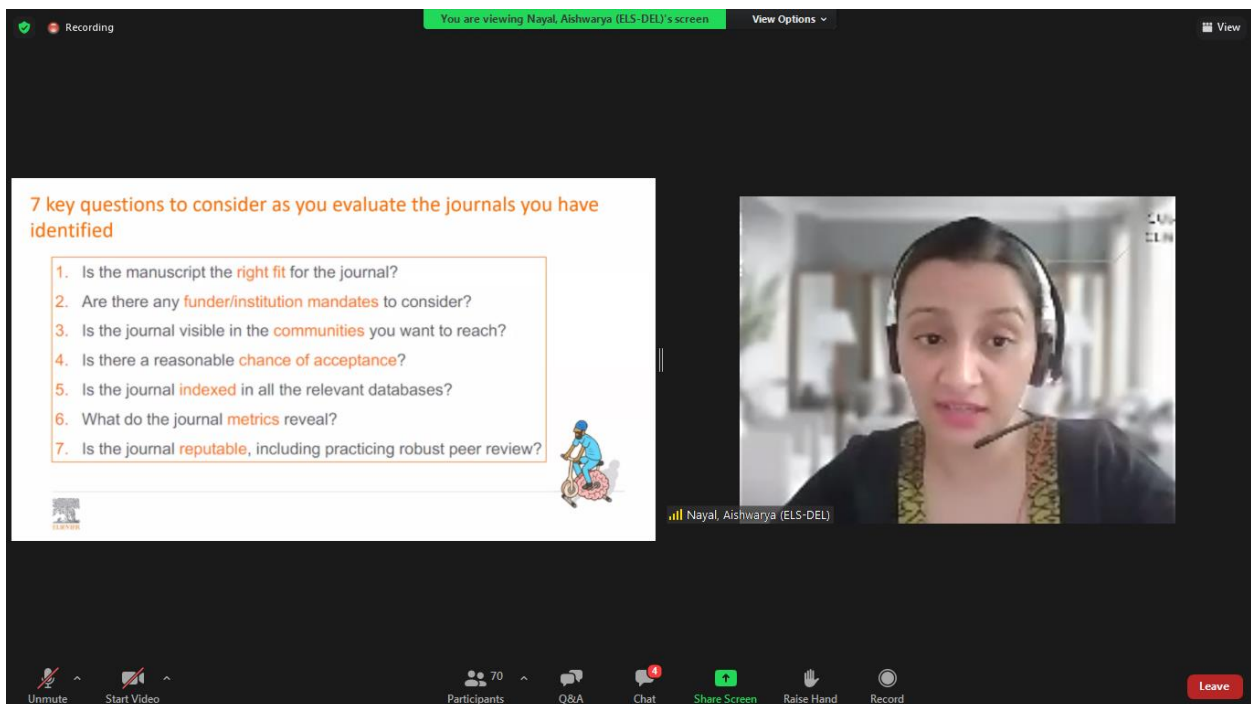
The speaker, Ms Aishwarya Nayal, covered the diverse elements of research article writing. She imparted updated knowledge on the various stages of writing a scientific manuscript, combining didactic lectures with a hands-on exercise in critically evaluating a scientific manuscript. The lectures included discussions on the format of writing a scientific paper, referencing, publication ethics and misconduct, writing a case report, choosing the right journal for publication (while avoiding predatory journals), and tips for successfully publishing a paper and presented the Editors and Reviewers perspective for acceptance or rejection of the paper. The speaker also answered the queries of the participants raised by the moderator of the session. The program proved to be very informative for all the participants and got a lot of appreciation from faculty members and scholars.

The program was moderated and coordinated by **Dept. NAAC Criteria 3** Coordinator **Dr. Farhina Sardar Khan** and Members.

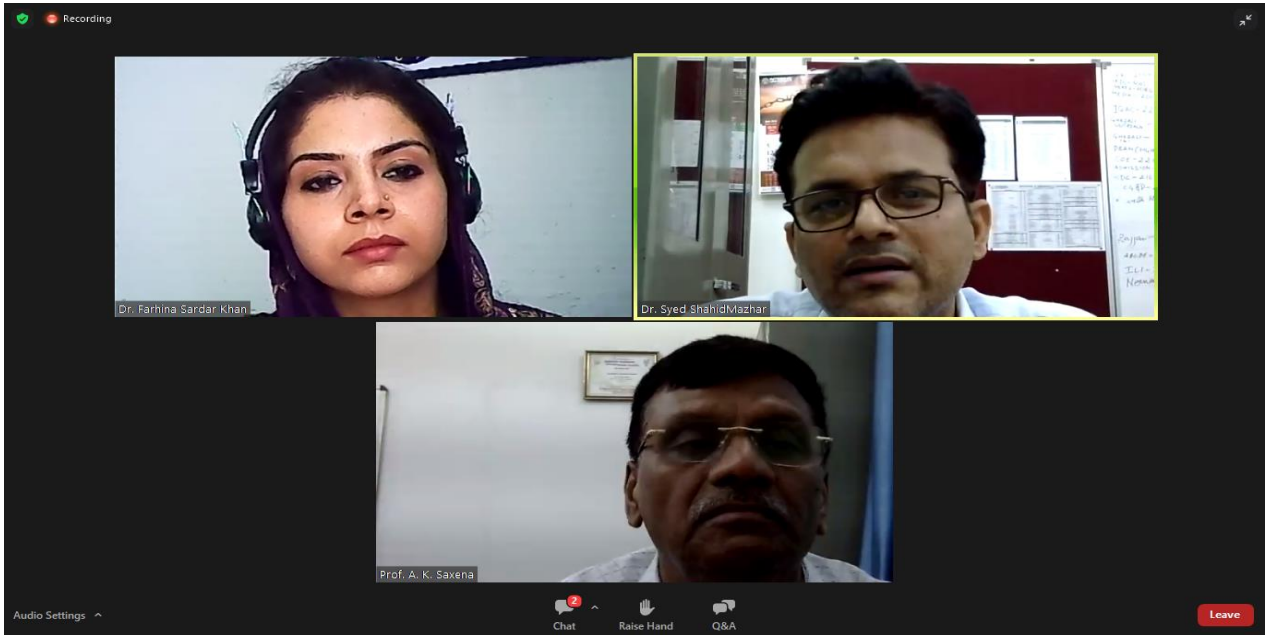
PHOTOGRAPHS OF THE WEBINAR



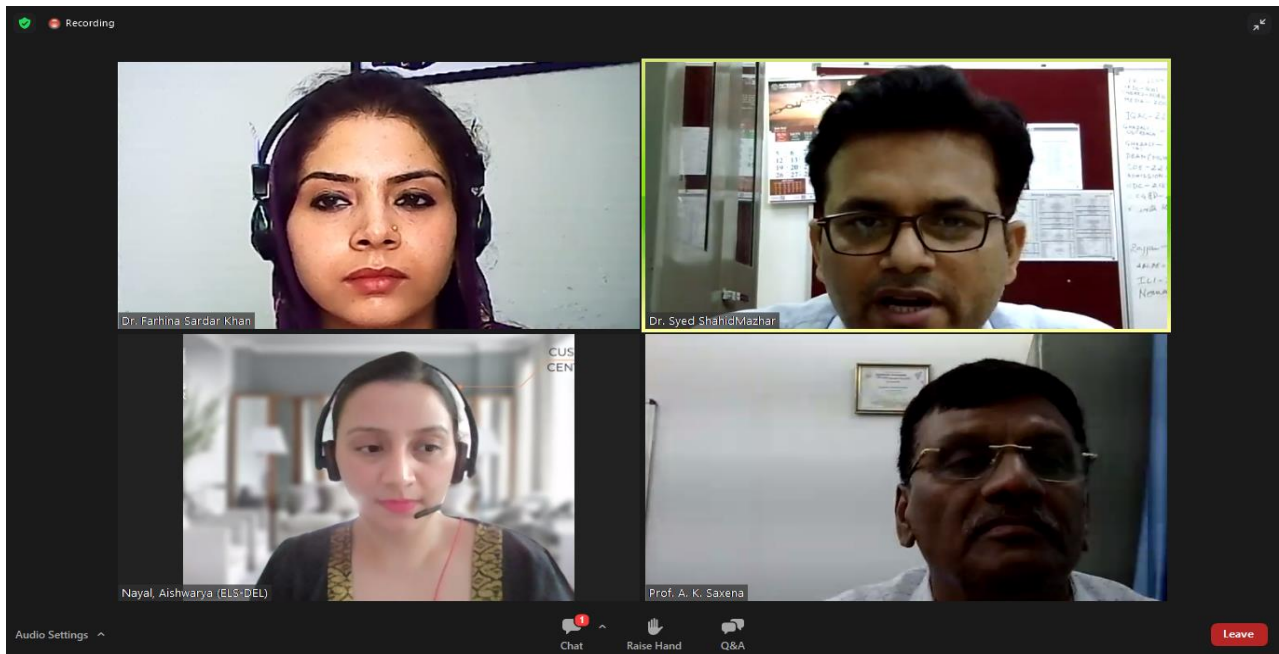
Prof A.K Saxena, Dean, FCM delivering the opening remark



Ms. Aishwarya Nayal delivering her lecture



Dr. S. S. Mazhar, Head, DCBM delivering the closing remark



Dr. Farhina Sardar Khan moderator of the session

Sample of certificate issued to the participants



Minute-to-Minute of the event

The Best Practices In Research & Research Article Writing		
Time	Topic	Speaker
11:05 AM - 11:10 AM	Opening Note	Aditya Pal Singh Senior Account Manager, Elsevier South Asia
11:10 AM - 11:15 AM	Welcome Address	Prof. A. K. Saxena, Dean Faculty of Commerce & Management
11:15 AM - 12:30 AM	Webinar	Aishwarya Nayal, Customer Consultant, Elsevier South Asia
12:30 AM - 12:45 PM	Q&A	Aishwarya Nayal
12.45 PM – 12.50 PM	Vote of Thanks	Dr. Syed Shahid Mazhar Head, Department of Commerce and Business Management