













INSTRUCTIONS TO THE PARTICIPANTS

- 1. Participation in all the sessions is mandatory. Link details available in University Website:
 - https://annamalaiuniversity.ac.in/conf_upcoming.php
- 2. Submission of Feedback form daily at the end of the day is compulsory and details are uploaded in University Website: https://annamalaiuniversity.ac.in/conf upcoming.php
- 3. Questions will be communicated to the Resource Person(s) by respective session Moderator.
- 4. Participation certificate will be distributed only to those who have successfully participated all the sessions in the two days programme and submitted their feedback forms daily.
- 5. Participation certificate (e-copy) will be sent to the participant's e-mail ID, mentioned in the feedback form by the participants.
- 6. Participation certificate can be downloaded after 10 days on completion of the Workshop.
- 7. Participation Certificate will reflect the details provided by the participant in the feedback form.
- 8. Organizers are **NOT RESPONSIBLE** for any error(s) on Name, affiliation, e-mail id (lower case or upper case or any character mismatch) submitted by the participant.
- 9. During the Workshop participants are encouraged to ask questions and avoid messages of wishes, pleasantries etc.,
- 10. Visit University website for details and updates. https://annamalaiuniversity.ac.in/conf_upcoming.php
- 11.Feedback Form: Day -1 (22.04.2021) https://forms.gle/pS6jY9FXmWjvK5De9 (Will be open on 22.04.2021 by 7.00 pm IST)
- 12.Feedback Form: Day 2 (23.04.2021)
 https://forms.gle/qrPpr4dXY8VV6Ysf9 (Will be open on 23.04.2021 by 7.00 pm IST)

Thank you very much for your cooperation and seek your support for the success memorable programme.

With Warm Regards International Online Workshop Team



Department of Business Administration

International ONLINE workshop

Academic Research Writing and Publication

April 22, 23-2021

April 22, 23-2021 April 22, 2021			
8.20 am IST	Inauguration Welcome address	Youtube Link	
	Dr. K.Tamizhjyothi , Associate Professor, DBA, AU		
8.30 am IST	Special invited lecture: Research process and	https://youtu.be/eyNd78irwvo	
(Apr 21, 8.00 pm PDT)	Technology Assessment. Dr. Tugrul Daim Professor and Doctoral Program Director Department of Engineering and Technology Management	Moderator: Dr. T. Karthikeyan	
	Portland State University, USA		
9.15 am IST	Presidential Address Dr.G.Udayasuriyan, Prof. & Head, DBA, AU		
	Inaugural Address Dr.N.Ramagopal, Dean, Faculty of Arts, AU	https://youtu.be/b7SleMEWJTM	
(06.45am EEST)	Special Address Prof. D.Sc., Olena Cherniavska, Director, ISEI, Ukraine		
(11.45am MYT)	Prof. Narendranath Uppala Deputy Chief Executive Officer, Putra Intelek International College, Malaysia		
11.00 am IST	Review of Literature tips and Techniques - Scientific & Systematic Process		
(08.30 am EEST)	Dr. Margartia Isoraite Associate Professor	harmon //www.too.loo./www.doleWww.L	
(7.30 am Zambia)	University of Applied Sciences, Lithuania Dr. A.Ananda Kumar Associate Professor	https://youtu.be/geKwd9kKsgI Moderator: Dr. R. Anand	
(01.30pm MYT)	DMI-St. Eugene University, Zambia Dr. Ramila Devi Associate Professor HELP University, Damansara, Malaysia		
3.00 pm IST	Research Review methods and ways of writing		
(11.30 am CEST)	Dr Fatema Kawaf Senior Lecturer in Digital Marketing Department of Marketing, Events & Tourism University of Greenwich, London		
(11.30 am CEST)	Dr. Slim Hadoussa Associate Professor Management Information	https://youtu.be/5tAysA1DsVA Moderator: Dr. J. John Adaikalam	
(10.30 am BST)	System Brest Business School, France. Dr. Yasmin Ibrahim Professor of Digital Economy and Culture Queen Mary, University of London	Wioderator. Dr. J. John Adarkalani	

April 23, 2021			
TIME	Inauguration	Youtube Link	
9.30 am IST	The Researcher as knowledge-creator: The publish or perish predicament Dr.Mathew J.Manimala Former Prof. and Chairperson OB-HRM Area, IIM-Bangalore.	https://youtu.be/JXsNN7bXzBE Moderator: Dr. R. Narayanan	
11.00 am IST	Role of UGC in Research and Publication Prof. (Dr.) B. Ramaswamy Vice-Chancellor, OPJS University, Rajasthan Expert Committee Member - UGC, Govt. of India.	https://youtu.be/2zdBnzAmuzA Moderator: Dr. A. A. Ananth	
2.00 pm IST (9.30 am BST)	Teaching Cases: Opportunities and availability Mr. Richard McCracken Director & Ms. Elizabeth Thorne Conference and Events Assistant Case Center, Cranfield University, Wharley End, UK	https://youtu.be/qznaky-fG60 Moderator: Dr.M.Jeyakumaran	
3.15 pm IST	Research and Open Access Ms. Sangeeta Menon Publishing Relationship Manager Emerald Publishing	https://youtu.be/DdkLtbfoys4 Moderator: Dr. S. Sowmiya	
4.30 pm IST (12.00 pm BST)	Academic Leadership: Publication Process Dr. Rozana Huq Founder and Director, RHM Training (UK) Organizational Behaviourist, Leadership Coach, Author, Philanthropist.	https://youtu.be/jsKRZ3qTs Y Moderator: Dr. K. Ananthanatarajan	
5.15 pm IST	Valedictory Valedictory Address Dr. G. Udayasuriyan Professor and Head, Dept. of Business Admn. Annamalai University Special Address Dr. M. Arul Professor of Business Admn. Annamalai University Participants Feedback Vote of Thanks Dr.R.Sritharan, Associate Professor, DBA, AU		