

SWAMI VIVEKANANDA UNIVERSITY

www.swamivivekanandauniversity.ac.in

Workshop on Research Article Writing: Empowering Future Scholars

By School of Management

The School of Management recently hosted an intensive five-day workshop titled "How to Write a Research Article," designed specifically for MBA 4th Semester students and early-career researchers. This comprehensive program equipped participants with the fundamental skills and knowledge required to craft and publish high-quality research papers in academic journals.

Workshop Overview

Conducted through a series of interactive sessions, the workshop provided a structured approach to academic writing, covering crucial aspects of the research publication process. Participants engaged in hands-on writing exercises, peer review sessions, and received personalized feedback on their research projects. The interactive format encouraged active participation, with attendees utilizing the chat function to pose questions throughout the sessions.

Learning Objectives

The workshop was carefully designed to achieve four primary objectives:

- Develop comprehensive understanding of each component of a research article
- Enhance practical writing skills with emphasis on proper structuring
- Familiarize participants with the submission process and strategies to improve publication prospects
- Build confidence in drafting research articles ready for journal submission

SWAMI VIVEKANANDA UNIVERSITY

Department of Business Management
Presents



WORKSHOP HOW TO WRITE A RESEARCH ARTICLE



Resource
Person



**Dr. Mohammad
Niyaz Ahmad**
Asst. Prof.

Resource
Person



Dr. Anirban Hazra
Asst. Prof. & Head
of the Dept.

Resource
Person



**Prof. (Dr.) Kallal
Banerjee**
Professor



16th - 20th Dec'24
09:30 PM - 10:30 PM



<https://meet.google.com/ueg-hbsp-kjn>

Program Schedule:

- Day 1: Introduction to Research Articles & Structuring the Paper
- Day 2: Citations, References, and Literature Review
- Day 3: Writing the Discussion and Conclusion
- Day 4: Research Methodology, Sampling, and Statistical Analysis
- Day 5: Use of Software Tools (Excel, SPSS, ANOVA)



**SCAN QR FOR
REGISTRATION**

Daily Session Highlights

Day 1: Foundations of Research Writing

Under the guidance of Dr. Mohammad Niyaz Ahmad, participants explored the fundamental purpose, structure, and types of research articles. The session provided insights into various article formats including original research, review articles, meta-analyses, and case studies. Participants gained valuable knowledge about the publishing process, peer review mechanisms, and techniques for crafting compelling introductions.

Day 2: Citation Practices and Literature Review

Dr. Mohammad Niyaz Ahmad continued with advanced instruction on citation and referencing using various academic styles including APA, MLA, and Chicago. Participants were introduced to reference management tools such as EndNote, Zotero, and Mendeley. The session emphasized effective literature search techniques, synthesis of previous research, and strategies to avoid plagiarism.

Day 3: Crafting Discussion and Conclusion

Dr. Mohammad Niyaz Ahmad led participants through the critical components of interpreting research results and acknowledging study limitations. The session focused on developing analytical skills to critically examine findings, summarize research contributions, outline practical implications, and avoid common pitfalls such as overgeneralization in conclusions.

Day 4: Research Methodology and Analysis

Dr. Anirban Hazra provided comprehensive insights into research methodologies and sampling techniques. Participants gained practical knowledge of statistical analysis tools including SPSS, Excel, and R programming, along with effective approaches to data visualization for academic publications.

Day 5: Technical Tools and Publication Strategies

The final day featured Prof. Kallal Banerjee, who guided participants through advanced statistical analysis using software tools such as Excel, SPSS, and ANOVA. The session also provided strategic advice on journal selection, preparation of submission packages, effectively responding to reviewer feedback, and constructively handling rejection.

Workshop Conclusion

The workshop concluded with an engaging Q&A session that addressed remaining questions and allowed participants to share their progress. Networking opportunities facilitated valuable peer interactions, and participants received additional learning resources, including recommended readings and information about upcoming online workshops.

This initiative reflects the University's ongoing commitment to fostering research excellence and supporting the academic development of our students and early-career researchers. By equipping participants with essential skills for navigating the research and publication landscape, the workshop has made a significant contribution to their future academic success.