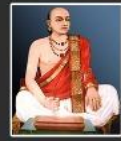


One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”



ADIKAVI NANNAYA UNIVERSITY MSN CAMPUS

KAKINADA, EAST GODAVARI, ANDHRA PRADESH, INDIA



Department of Management Studies

Organises

ONE DAY INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME

on

ACADEMIC PUBLICATION STRATEGY - PLANNING AND EXECUTION



CONVENOR: DR. SRIDEVI MAGANTI

TIME : 10:30 AM - 12:30 PM (IST)

DATE : JUNE 10TH, 2020

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Introduction:

In this increasingly competitive market for academic research, just winning a place on a well-funded and well-resourced team might be considered enough of an achievement for an aspiring researcher. In that context, getting the results of a study published in a prestigious journal of the concerned field would be considered an icing on the cake.

In today’s time, high quality of research is important. Ground-breaking research is no longer a guarantee of publication in any prestigious journal, since there are more research teams than publication venues with high impact factors. Reflected in the level of publication outlet, quality of publications has consistently been recognized as the major criteria of academic excellence.

A publication strategy is useful for every academic. A well-considered publication strategy will help maximise academic impact, support career development and aid in the production of an optimal portfolio of research outputs.

Producing regular publications is an essential component of an academic career. The core of any University's charitable mission is the creation of new knowledge and understanding for public benefit. The reputation and prestige of the individual academic and their institution relies on publications. Publication empowers individuals in many ways. It raises profiles amongst peers, exposes arguments to critique which sharpen ideas, and puts findings into the public realm where potential users and beneficiaries will notice them.

It is therefore important to think about what specifically the publication is trying to achieve, which audiences it is trying to reach and which publication approach would best serve those. Would a select publication in a quality research journal be the best way to maximise reach, would a dedicated monograph be a more effective vehicle, or would multiple publications in more widely-distributed practice-facing journals be the most apt means of dissemination? This program aims to offer a forum for discussion and clarification on these problematic issues.

Objectives of the program:

This Programme aims to bring together academicians, researchers and industry professionals from all over the world.

The highlight of this FDP is to give opportunity to researchers and academicians to fulfil the following objectives:

1. To understand about Publication Cycle,
2. The Role of Publication House,
3. To Understand the Academic Publication Strategy, and
4. Detailing the Strategy for Successful Publications with Quality Journals.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Organisers:

- Chief Guest : Prof. Mokka Jagannadha Rao,
Hon’ble Vice Chancellor,
Adikavi Nannaya University, Rajamahendravaram.
- Patron : Prof. B.Ganga Rao,
Registrar,
Adikavi Nannaya University, Rajamahendravaram.
- Patron : Prof.S.Prasanthi Sri,
Special Officer,
Adikavi Nannaya University MSN Campus, Kakinada.
- Special Invitee : Prof. S.Teki,
Professor, Dept. of Commerce and Management Studies,
Adikavi Nannaya University, Rajamahendravaram.
- Convenor : Dr.Sridevi Maganti
Assistant Professor, Dept. of Management studies,
Adikavi Nannaya University MSN Campus, Kakinada.

Advisory Committee:

- | | |
|--|---|
| 1.Dr.M.Sreerama Raju,
Course Coordinator & Assistant Professor,
Dept. Of Management Studies. | 6. Mr.Y.Manoj Deva,
Assistant Professor,
Dept. of Management studies. |
| 2. Dr. D.Ajay Rathan,
Assistant Professor,
Dept. Of Management Studies. | 7. Dr.E.Appa Rao,
Assistant Professor,
Dept. Of Management Studies. |
| 3. Ms.K.Anilambica,
Assistant Professor,
Dept. Of Management Studies. | |
| 4. Dr. L. Madhu Kumar,
Assistant Professor,
Dept. of Management studies. | |
| 5. Mr.K.Manikanteswara Reddy,
Assistant Professor,
Dept. of Management Studies. | |

- Resource Person : Dr. Hiren Patel,
Researcher, Educator, Author
Surat.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Brief Profile of Resource Person:

Along with over one and half decade of work experience, Dr. Hiren Patel obtained his Doctoral in Philosophy (Management) from S. V. National Institute of Technology, Surat Gujarat, India in 2016. He received his Master’s in Management (Finance) from South Gujarat University, Surat, Gujarat, India and Bachelor’s degree in Mechanical Engineering from Bhavnagar University, Bhavnagar, Gujarat, India and. He is presently working with Gujarat Technological University.

Dr. Patel was successfully shortlisted for Interview at Indian Institute of Management (IIM) – Sirmaur, Himachal Pradesh in the field of Operations Management in August, 2019. He is also recipient of Best Teacher Award from Sarvajanic Education Society, Surat for his outstanding contribution in the field of education in October, 2019. Dr. Patel is also recognized reviewer for the journal of repute such as Journal of Supply Chain Management – Wiley publication, New York, US and Journal of Manufacturing Technology Management – Emerald Publication, West Yorkshire, UK. His constant thrust for Quality publication help him gained five certificates from Elsevier Publication, Amsterdam, Netherlands during 2014 to 2016.

With a strong belief in spreading the knowledge and enlighten the countryman for quality research, he has conducted 10 National and International level Workshops, FDPs and Webinars in just last 4 years on subjects such as Research Paper writing, measuring Quality of research, Systematic Literature Review, Multiple Regression, Statistical techniques etc. He has five researcher papers to his credit with ABDC/Scopus journals and more than dozen papers presented at institute of reputes such as IIM - Ahmedabad; IIM - Trichy, IIT – Mumbai, IIT – Roorkee to name a few. He also attended over 30 FDPs/Workshops/Seminars/Programs.

Dr. Patel is a life time member of professional bodies such as Indian Institute of Industrial Engineering, Mumbai and Consortium of Human Resource Development – Faculty chapter, Bhubaneshwar.

Program Sheet:

Sl. No.	Time	Program
1	10:30 AM	Inviting guests to the program by Dr. M.Sridevi, Convenor of FDP
2	10:34 AM	Lightening the Lamp with Prayer Song
3	10:36 AM	Introduction to the program by Dr.M.Sridevi
4	10:38 AM	Introduction of profile of the Chief guest by Dr.M.Sridevi
5	10:40 AM	Message by Chief guest, Prof M. Jagannadha Rao
6	10:45 AM	Message by Patron, Prof. B. Ganga Rao
7	10:48 AM	Message by Patron, Prof. S. Prasanthi Sri
8	10:51 AM	Message by Special Invitee, Prof. S. Teki
9	10:54 AM	Introduction of Profile of the Resource person by Y.Manoj Deva
10	10:56 AM	Handling Over the Meeting to the Resource Person, Dr.Hiren Patel
11	12:15 PM	Open for Discussion (Q & A)
12	12:25PM	Vote of thanks by Dr. E. AppaRao
13	12:30 PM	National Anthem

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Flyer: 3-Fold Brochure was designed for International Faculty Development Program on “Academic Publication Strategy-Planning and Execution”

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TIME : 10:30 AM - 12:30 PM (IST)
DATE : JUNE 10TH, 2020

● **Chief Patron** ●



Prof. M. Jagannadha Rao,
Vice-Chancellor, Adikavi Nannaya University,
Rajamahendravaram, AP, India.

● **Patron**



Prof. B. Ganga Rao,
Registrar, Adikavi Nannaya University,
Rajamahendravaram, AP, India.

● **Patron**



Prof. S. Prasanthi Sri,
Special Officer, Adikavi Nannaya University,
MSN Campus, Kakinada, AP, India.

● **Special Invitee** ●



Prof. S. Teki,
Dept of Commerce & Management studies,
Adikavi Nannaya University,
Rajamahendravaram, AP, India.

● **Resource Person** ●



Dr. Hiren Patel,
EDUCATOR
RESEARCHER
AUTHOR

● **Convenor**



Dr. Sridevi Maganti,
Asst Professor, Dept of Management Studies,
Adikavi Nannaya University,
MSN Campus, Kakinada, AP, India.

Organising Members

- **Dr. M. Sreeramaraju**
Course Coordinator,
Asst. Professor,
Dept of Management Studies.
- **Dr. D. Ajay Rathan**
Asst. Professor,
Dept of Management Studies.

- **Ms. K. Anilambica**
Asst. Professor, Dept of Management Studies.
- **Dr. L. Madhu kumar**
Asst. Professor, Dept of Management Studies.
- **Mr. K. Manikanteswara Reddy**
Asst. Professor, Dept of Management Studies.

- **Mr. Y. Manoj Deva**
Asst. Professor,
Dept of Management Studies.
- **Dr. E. Apparao**
Asst. Professor,
Dept of Management Studies.

Key Takeaways of the program:-

1. Understanding about Publication cycle
2. Detailing the role of publication house
3. Understanding Academic publication strategy
(Submission to Reply to Reviewer)
4. Detailing the strategy for successful publications with quality journals

REGISTRATION FEE : 100 INR

PLATFORM

: GOOGLE MEET



YOUTUBE LIVE



LIMITED REGISTRATIONS (FIRST COME FIRST BASIS)

Registration link : <https://forms.gle/kC7Q7yNWwYEaE2yG6>

We request you kindly pay your registration fee through **NEFT/RTGS/IMPS** in the following account

PAYMENT DETAILS

ACCOUNT NO : 38259364188

ACCOUNT NAME : HEAD DEPARTMENT OF MANAGEMENT STUDIES

AKNU MSN CAMPUS KAKINADA

IFSC CODE : SBIN0004607

BRANCH-(04607) : GAIGALAPADU, SARPAVARAM JUNCTION, KAKINADA.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Abstract:

In today’s time, high quality of research is important. Producing regular publications is an essential component of an academic career. A sufficient quantity of high-quality outputs will help individuals progress their careers. Academic recruitment is based on potential - the expectation of future REF-able publications and grant awards - but a track record of having already done so is usually seen as the best predictor of this.

Every researcher should take utmost care in choosing the publications. Each publication should have a purpose. On a personal level, it may be about intellectual curiosity, increasing h-index, or improving job prospects - as all research should be personally satisfying and career sensible.

Getting an article from conception to final publication involves many stages such as planning, drafting, editing, preparing tables, figures and illustrations, submission, responding to reviewers’ comments, re-submission and checking proofs. When publications have multiple and relatively inexperienced contributors, there is increased potential for confusion about who has responsibility for particular aspects of the publication process and what will happen in the event of disagreement amongst authors over aspects of content. Once again agreeing expectations at the outset and ensuring each author has a clear understanding of what their contribution will be to the final publication can help minimise such problems.

It is however possible that there is a need to revisit assigned roles and responsibilities during the publication life-cycle in order to ensure that this reflects individual's ability and availability. For example, a researcher may be able to contribute significantly to early drafts of the manuscript but be unable to participate fully in later stages due to taking up a new position at the end of a fixed-term contract. In such cases their responsibilities will need to be re-assigned.

Ground-breaking research is no longer a guarantee of publication in a prestigious journal, since there are more research teams than publication venues with high impact factors. A good publication record is one of the most important prerequisites of a successful academic career. Despite the weight hiring and promotion committees place on it, the definition of a “good publication record” especially for junior researchers remains unclear. Indeed, is it better to have one A-publication or three B-publications? Does being the third author on an A-publication have a bigger weight than being the first author on a B-publication? Should one strive to publish with as few co-authors as possible to demonstrate that one is capable of independent work? Facing these ambiguities, young researchers are increasingly asking themselves about the choices they make with regard to their publication strategy. Equally, academic mentors have a strong interest in correctly setting incentives of their young protégés. If unaddressed, uncertainty regarding these issues is bound to interfere with the quality of the research and scholars’ job and life satisfaction.

Keywords used in the title and their meanings are:

Publication: It is an activity of putting thoughts on paper to make it generally known to others.

Strategy: A plan of action designed to achieve a long term or overall aim-answer for 4Ws- What, Where, When, Why.

Planning: The process of designing a course of action.

Execution: The carrying out of a course of action.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

Full Paper:

The FDP on “Academic Publication Strategy- Planning and Execution” is aimed at covering the following Contents:

- 1.To know the details of the Research Publication process.
- 2.To elucidate the Structure of Research Paper-Its Components and weightage to each component.
- 3.To identify the Quality journals/Quality of research.
4. Why one should present with those quality journals?
5. To give answers to 4W’s of publication planning-What, Who, When & Why?

There are few widely acknowledged quality standards for research practice, and few definitions of what constitutes good research. The overall aim was therefore to describe what constitutes research, and to explain the various concepts related to its quality.

“It is something which cannot be stolen by thieves nor can it be taken away by kings.it cannot be divided among the brothers, it doesn't have a weight, if spent regularly, it keeps growing. What is that? It is the wealth of the knowledge, the most superior wealth of all”. This is the objective of creating wealth of knowledge.

When any researcher thinks of publication. The major issues that come into mind are: Why should I write a quality research paper? Where should I start from? Which is the best format to write a research paper? Which journal to choose for publishing the paper? What is the process of publishing the paper with quality journals? And how to respond to the reviewer/editor about the corrections with the paper?

All these questions can be answered in three stages:

1. Idea Generation,
2. Planning,
3. Execution.

This FDP is concentrated on the stage 2 & 3 mentioned above.

The Good characteristics of a research/Publication house include:

1. It should be a certified research
 2. It should be disseminated as the research work kept on the shelf is not useful. The research results should be disseminated.
 3. It should be preserved over a period of time for reference. As such even today, every individual is able to visualise the results of Albert Einstein and Isaac Newton.
- The publication house will take care of all these three characteristics of a good research.

Then the question arises. What can be published? Basically, there are three types of articles that can be published. They are:

- 1.Business articles,
- 2.Magazine articles,
- 3.Academic Publications.

The webinar was concentrated completely on the third type of articles i.e., academic publications, which are categorized again into four different types:

- 1.Articles written as a part of editorial notes / theory builders,
- 2.Research papers,

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

3. Case studies,

4. Literature review papers exclusively written by referring literature of several research papers

Academic publication cycle:

Around 75 % (say 24000+Millions) of the papers being submitted across the world are straight away being rejected by the editors itself. Only 25 % (say 1200+Millions) of the papers will be sent to the reviewers for further review. Around 7-8% (85 Millions) of manuscripts are accepted for publication purpose. This is in case of peer reviewed and refereed journals. Even there is another stage called as disseminating stage where the publication house asking for the copyright of the paper as well as they will go for the proof reading. Even at this stage, 20-25% of the manuscripts dropdown and only 3% i.e., 60 million manuscripts get published with a good quality research journal. Out of these 14000 million manuscripts are downloaded every year by 30 million researchers across 160 countries of the world. So this condition will post two questions in the minds of the researcher. One is what to publish? Where to publish?

What to Publish? Do Not publish the duplication of the work, do not publish the incorrect conclusion, do not publish the out-dated research work. So, the research work should be an original work, a recent one and a very significant one.

The common elements that a quality research paper comprises are title, abstract, keywords, introduction, literature review, research methodology, data analysis, findings, conclusions, Practical/managerial implications, limitations, references, tables and charts.

Prof. Peter Bamberger from Academy of Management discovery journals identified the weightage given to each and every component for acceptance or rejections of a research paper are mentioned below:

- Title-7-9%, abstract-25-27%,
- Keywords, introduction, literature review-20-22%,
- Research methodology-20-22%,
- Data analysis, findings, Conclusions-10-12%,
- Practical/managerial implications-5-7%.

Title vs. Subtitle:

Titles come in many different forms-statements, questions, puns, quotations, etc. and, although there has been some work on the effects of sub-headings Written in different kinds of structure.

Title is the heart of the research paper, first reflection of the quality, Purposive and scope statement, the trailer of trailer, attractive enough to hold reader for abstract whereas a subtitle is an extension of subject matter, an elaboration on time period, method and context.

The following are the Steps for “title of the Research paper”:

1. Refer Several title of your area and write a first draft of the title (Working title)
2. Decide your key aspects (USPs).
3. Redraft the working title to include the above key aspects (Anchor title).
4. Refer anchor title to reduce the size without compromising key aspects (Orient title).
5. Decide final title only after the completion of entire research paper (Final title). These steps are explained in brief with the examples

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a. Refer several title of your area and write first draft of title.

Collect the papers from your area to understand the trend in the title of the papers.

E.g.: To Study Vs. A study.

Mention all the terminologies and apply all possible options (Make title as long as possible)

E.g.: This study will include a randomized selection of sample that will investigate whether work from home (WFH) reduces professional efficacy among Generation Z using 500 responses from top 6 cities, population based in India, to be conducted during 3rd Lockdown period, using structured questionnaire, to be floated in electronic form and relationship will be established in form of Multiple regression model.

B. Decide your key aspects (USPs)

It includes the narrative tone of the research (What), Purpose of the research(Why),Scope of the research(How much),the method used to study the research(how).

C. Redraft the working title to include the above key aspects (Anchor title):

By considering step a and b, one can create the anchor title

E.g.: To investigate the relationship between Work from Home (WFH) and professional efficacy among Generation Z in India Applying Multiple regression Model

D.Refer Anchor title to reduce the size without compromising key aspects (Orient title):

Avoid “Declarative Statements” a they are good for business articles or news headlines, Avoid “ Question Marks”, they are good for titles of editorials, commentaries and opinion pieces, Avoid “Redundant Phrase, as they are good to study an investigation and finally capitalize each important words may be nouns,pronouns,verbs,adjectives and adverbs.

E.g.: An investigate of Work from Home (WFH) and Professional Efficacy among Generation Z in India applying Multiple Regression Model

E.Decide Final title: This can be decided only after the completion of the paper. Use of abbreviations, quotes and exclamatory marks should be rare unless they are very popular to the readers like UNISEF, RBI, Etc., The title should be limited to 5 to 15 words.one can use subtitle to elaborate the title.

E.g.: Work from Home (WFH) and Professional Efficacy among Generation Z: An Indian Experience during COVID-19 Lockdown.

The Introduction of any paragraph of a research paper should never start with definition/ conclusion/your opinion/terminology/phenomenon/description.Best opening statement is to praise the earlier research.the closing paragraph of your introduction section should reflect the present research gap and your way to fulfill that gap.

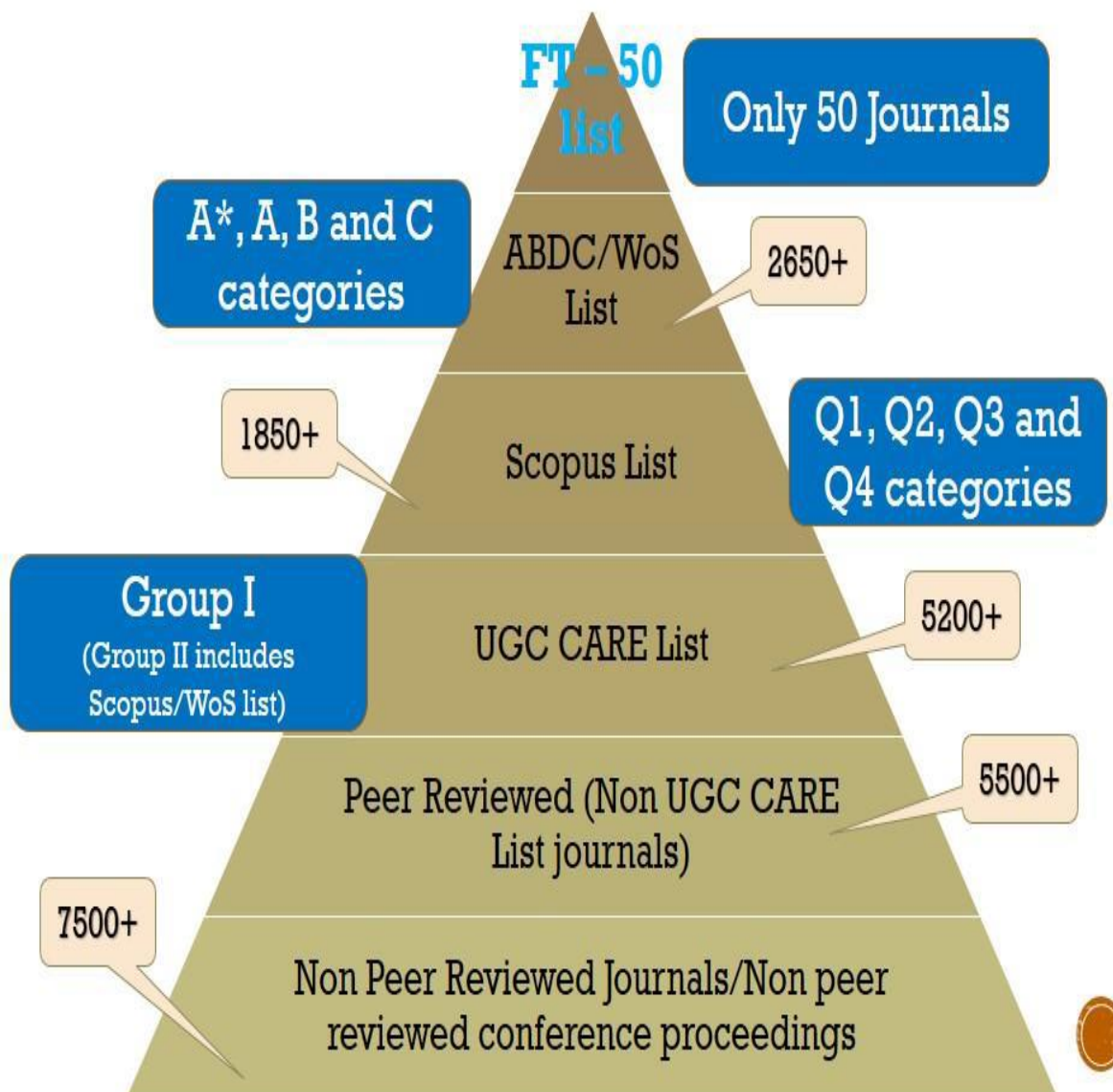
The Literature review surveys scholarly articles/books/database/Newspapers/Magazines/Published thesis/dissertations/unpublished articles or any other sources relevant to a particular issue, area of research etc.,The literature reviews are of five types suchas argumentative,integrative ,narrative,theoretical and systematic

Research Methodology, data analysis,limitations, findings and conclusion are the other important components of a research paper explained in the session.

Where to Publish?

This explains about which journal is to be chosen to publish the research paper. The below mentioned is the quality hierarchy for research publication database, elucidated in Indian Context with global view. The FT-50 journals stood at the top most hierarchy.

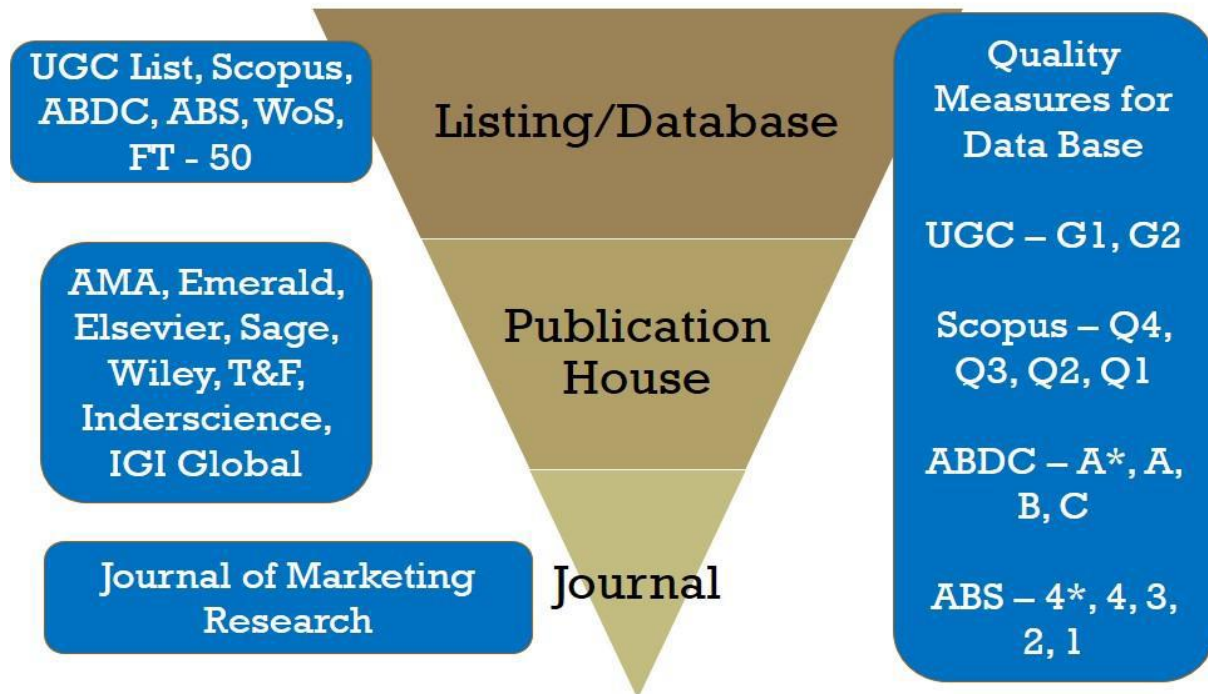
QUALITY HIERARCHY FOR RESEARCH PUBLICATION LISTING/DATABASE (INDIAN CONTEXT WITH GLOBAL VIEW)



One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

The below picture shows the generic measures to determine the quality journals.

JOURNAL – QUALITY MEASURES (GENERIC)



The following are the specific measures to determine the quality of the journals:

- 1.Citation counts,
- 2.Impact factor,
- 3.Aggregate impact factor,
- 4.Cited half life,
- 5.Immediacy Index.

The journal citation report provides quantitative tools for ranking,evaluating,categorizing and comparing journals.The various benefits that a researcher can get from quality publications are:

- 1.Consideration by National/State ranking agencies (NIRF/SIRF)
- 2.For recruitment / Promotion as per UGC/AICTE norms.
- 3.Compulsion for completion of Ph.D./M.Phil. degree
- 4.Long run reputation in the field of research.
- 5.Opportunity for cross border reputation.
- 6.Contribution to build image of Country in the world of research.

h-index,g-index,m-index,AR Index,Avg.annual increase in h-index,i-10 indexare some of the measures to determine the quality of a researcher.Hence , Every researcher should take utmost care in choosing the publications. Each publication should have a purpose. On a personal level it may be about intellectual curiosity, ensuring return in the REF, increasing h-index, or improving job prospects - as all research should be personally satisfying and career sensible.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

This program offered a forum for discussion and clarification on problematic issues of publication planning and execution.

Number of Participants : The limit of the participants for registrations was decided as 100. Finally, 113 participants were registered from 04 different countries and 13 different States of India comprising different branches of education.

Countries (04)	India (110)
	United Arab Emirates (01)
	Malaysia (01)
	Indonesia (01)
States (13)	Andhra Pradesh (62)
	Assam (01)
	Telangana (11)
	Gujarat (02)
	Karnataka (05)
	Kerala (02)
	Madhya Pradesh (01)
	Odisha (03)
	Puducherry (01)
	Punjab (01)
	Tamilnadu (19)
	Uttarakhand (01)
	West Bengal (01)

External funding : Registration fee of Rs.100/- is collected from the participants. Payment for FDP is done to the following account:

Account No: 38259364188

Account Name: HEAD DEPARTMENT OF MANAGEMENT STUDIES
AKNU MSN CAMPUS KAKINADA

IFSC CODE: SBIN0004607

Branch-(04607)-Gaigalapadu

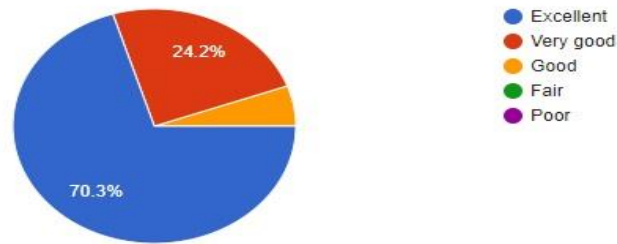
Sarpavaram Junction, Kakinada.

Feedback Report: As the feedback form is linked with the automatic generation of e-Certificates, Participants who faced overlapping issues in their certificates, submitted the form again. So, the responses were finally 269.

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

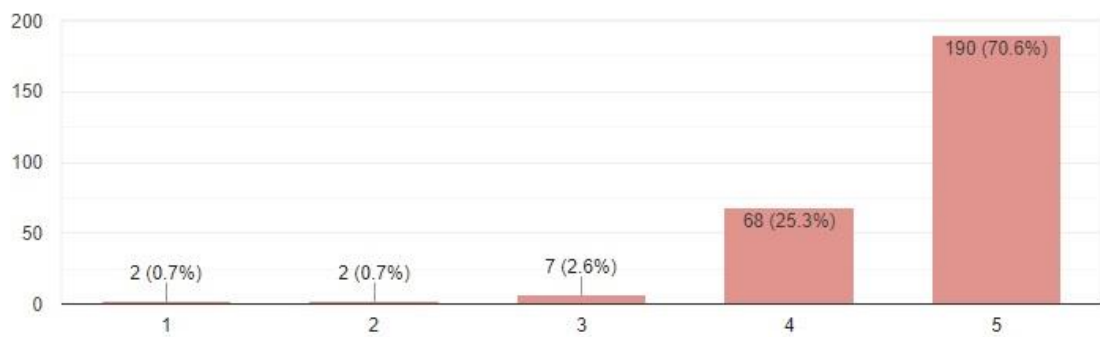
How do you find the Content of the Session?

269 responses



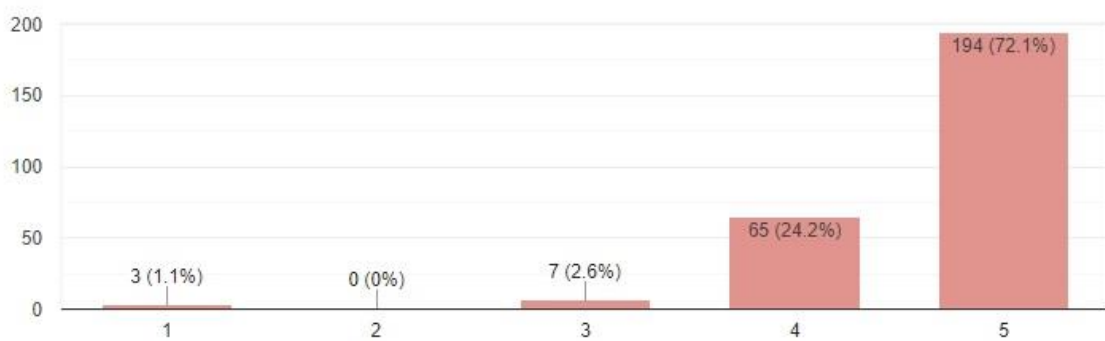
Please rate the Resource Person(1-Lowest . 5-Highest)

269 responses



Subject Knowledge

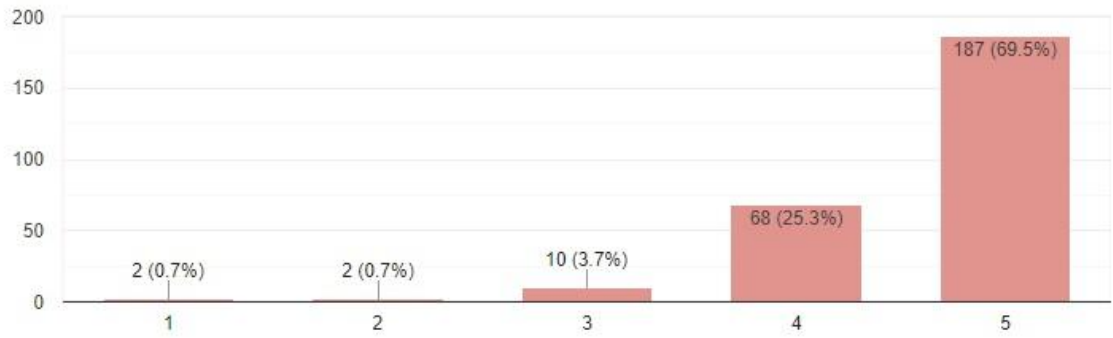
269 responses



One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

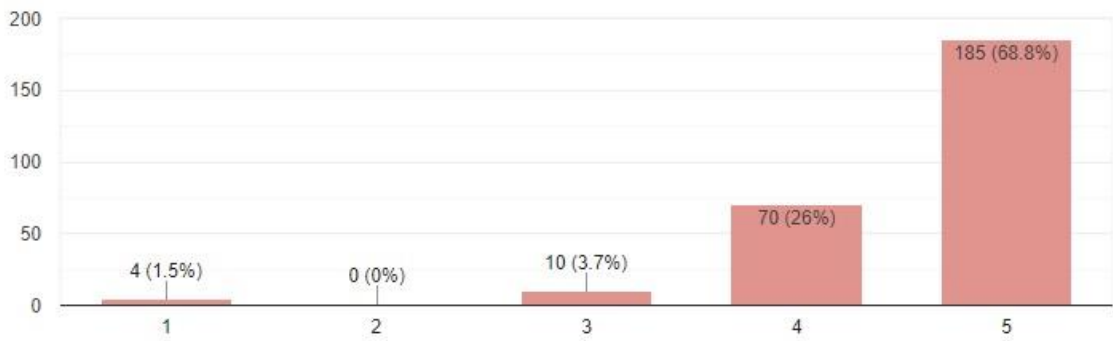
Application of updated information

269 responses



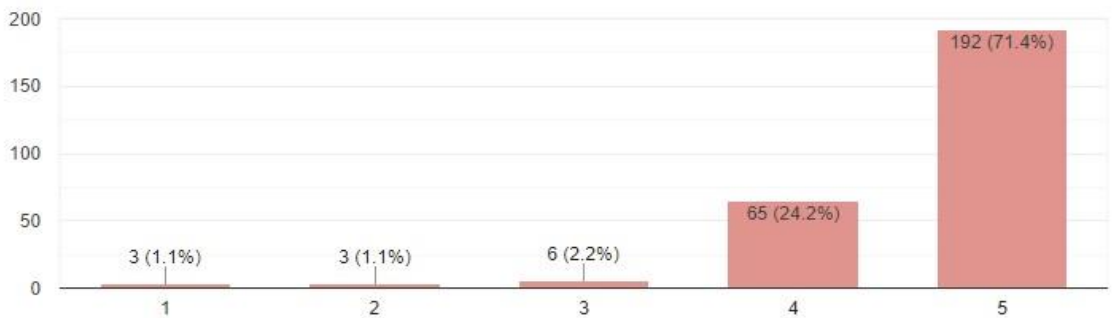
Presentation Quality

269 responses



Communication Skills

269 responses



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E-Certificate:



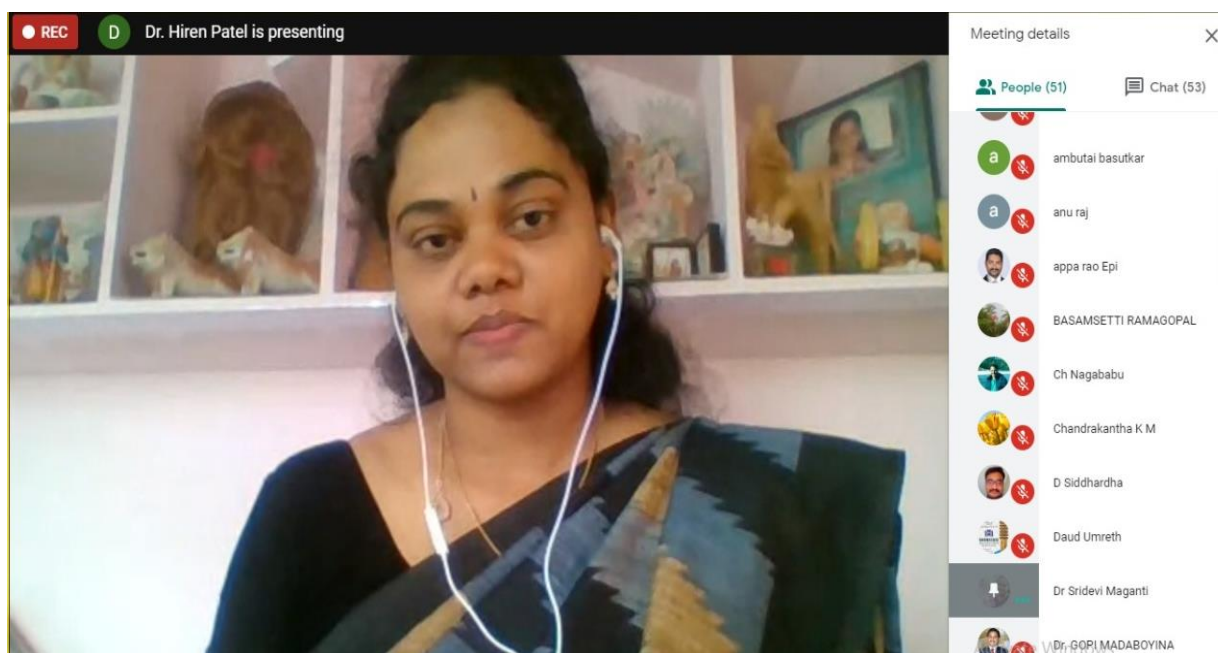
Photo Gallery & Paper clippings:

1. Website clipping:



One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

2. Convenor, Dr. Sridevi Maganti’s Message:



3. Chief Guest, Prof. M. Jagannadha Rao’s Message:



One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

4.Special Invitee, Prof.S.Teki’s Message:



5.Introduction of Resource Person Profile by Mr. Y. Manoj Deva:



6.Resource Person:Dr.Hiren Patel:



One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

7. Presentation of the speaker during the session:

REC Dr. Hiren Patel is presenting 12:03 PM

STEPS FOR “RESEARCH METHODOLOGY” SECTION

1. Decide the Research Approach (Empirical-Analytical Approach V/s Interpretative Approach)
2. Design your research path (Trade off between Theories and Methods)
3. Opening Para (including Research Objective/s)
4. Structure of Research Process (Data decision, tools identified, data collection)
5. Closing para
6. Review and revise above drafting

Source : Bryman, A. (2007). The research question in social research: what is its role?. *International Journal of Social Research Methodology*, 10(1), 5-20.

Participants: SUJITH SUNDARE..., noori unnisa, Dr. Hiren Patel, anu raj, kandarpa svs prak..., Mohan Raju, sunkara suma, Chandrankantha K M, Sag Ansar Ali

REC Dr. Hiren Patel is presenting 12:13 PM

FINDINGS

IT IS THE END RESULT OF DATA ANALYSIS AND SHOULD BE REFLECTED WITH NUMERICAL VALUE

For Ex. : Only 30% of the Generation Z employees found Work From Home as an interesting concept and found they have gained better grip over the work assigned.

CONCLUSIONS

IT IS SUMMARISATION OF FINDINGS AND DOES NOT REFLECTED THROUGH ANY NUMERICAL VALUE

For Ex. : Generation Z didn't convenience much Work From Home and found no major gain over the grip on the assigned work.

Participants: SUJITH SUNDARE..., noori unnisa, Dr. Hiren Patel, anu raj, sunkara suma, PRAKASH KUMAR..., kandarpa svs prak..., Mohan Raju, Naga Kumari

REC Dr. Hiren Patel is presenting 12:07 PM

STEPS FOR “RESEARCH METHODOLOGY” SECTION

1. Decide the Research Approach

Theories of Science

Empirical – Analytical

- Focus on Objective Knowledge
- Clear operational definition of variable
- Employs deductive reasoning
- Existing theories are used for Hypothesis building
- Theory explanation

Interpretative Intelligence

Interpretative

- Focus on subjective Knowledge
- No/unclear operational definition
- Employs Inductive reasoning
- Construction of new theory/concept
- Theory construction

Source : Kallet, R. H. (2004). How to write the methods section of a research paper. *Respiratory care*, 49(10), 1229-1232.

Participants: SUJITH SUNDARE..., noori unnisa, Dr. Hiren Patel, anu raj, kandarpa svs prak..., Mohan Raju, sunkara suma, Naga Kumari, Sag Ansar Ali

One Day Online IFDP on “Academic Publication Strategy-Planning and Execution”

8. Vote of thanks by Dr.E.Appa Rao:



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ANDHRAJYOTHI DATED 11TH JUNE , 2020.

(RAJAHMUNDRY EDITION)

విలువలతో కూడిన పరిశోధనలు అవసరం: నన్నయ వీసీ

దివాన్‌చెరువు, జూన్ 10: విలువలతో కూడిన నూతన వాస్తవ పరిశోధనలు నేటి నమాజానికి అవసరమని ఆదికవి నన్నయ విశ్వవిద్యాలయ ఉపకులపతి ఆచార్య ఎం.జగన్నాధరావు అన్నారు. కాకినాడలోని ఎమ్.ఎస్.ఎస్ క్యాంపస్ ఆదికవి నన్నయ విశ్వవిద్యాలయం ఆధ్వర్యంలో ఆకడమిక్ పబ్లికేషన్ స్ట్రాటజీ - ప్లానింగ్, ఎడ్యుకేషన్ ఆనే అంశంపై ఒకరోజు ఎఫ్డీపీ బుధవారం నిర్వహించారు. శ్రీదేవి మాగంటి కన్వీనర్‌గా నిర్వహించిన ఈ కార్యక్రమంలో వీసీ మాట్లాడుతూ పరిశోధన వ్యాసాలు, ప్రచురణలు, పరిశోధన పత్రాలు వంటివి ఎంతో బాధ్యతతో నిర్వహించాలన్నారు. నేటి పరిశోధనలే భవిష్యత్‌లో లిఖిత పూర్వక ఆధారాలే అని చెప్పారు. పరిశోధనల వాస్తవం, నాణ్యత, నవీకరణ, సృజనాత్మకత ఉండాలని తెలిపారు. కార్యక్రమంలో రిజిస్ట్రార్ ఆచార్య బి.గుంగారం, రిసోర్స్ పర్సన్ హిరెన్ పటేల్, ప్రత్యేక అధికారి ఆచార్య ఎస్.ప్రశాంతిశ్రీ, ఆచార్య ఎస్.టికీ తదితరులు పాల్గొన్నారు.

ఆంధ్రజ్యోతి

Thu, 11 June 2020

<https://epaper.andhrajyothy..>



PRAJASAKTHI DATED 11TH JUNE, 2020 (RAJAHMUNDRY EDITION)

విలువలతో కూడిన పరిశోధనలు అవసరం

విసి ఆచార్య మొక్కా జగన్నాథరావు

రాజమహేంద్రవరం : కట్ అండ్ ఫేస్ట్ మాదిరిగా కాకుండా విలువలతో కూడిన నూతన పరిశోధనలు నేటి సమాజానికి అవసరమని ఆదికవి నన్నయ విశ్వవిద్యాలయ విసి ఆచార్య మొక్కా జగన్నాథరావు అన్నారు. బుధవారం కాకినాడలో నన్నయ యూనివర్సిటీ డిపార్ట్మెంట్ ఆఫ్ మేనేజ్మెంట్ ఎంఎస్ఎన్ క్యాంపస్ లో వన్ డే ఇంటర్నేషనల్ ఫ్యాకల్టీ డెవలప్మెంట్ ప్రోగ్రామ్ ను నిర్వహించారు. 'అకడమిక్ పబ్లికేషన్ స్ట్రటజీ - ప్లానింగ్

అండ్ ఎగ్జిక్యూషన్' అనే అంశంపై జరిగిన ఈ కార్యక్రమానికి డాక్టర్ మాగంటి శ్రీదేవి కన్వీనర్ గా వ్యవహరించారు. ముఖ్యఅతిథిగా విసి మాట్లాడారు. పరిశోధనా వ్యాసాలు, పరిశోధనా పత్రాలు, ప్రచురణలు వంటివి ఎంతో బాధ్యతతో నిర్వహించాల్సి ఉంటుందన్నారు. నేటి పరిశోధనలే భవిష్యత్ లో లిఖిత పూర్వక ఆధారాలని చెప్పారు. కాబట్టి పరిశోధనల్లో వాస్తవం, నాణ్యత, నవీకరణ, సజాత్యకత ఉండాలని ఆయన ఈ సందర్భంగా పేర్కొన్నారు. తెలిపారు. పరిశోధనలపై వచ్చిన విమర్శలను సరిచేసుకొని ఉత్తమ పరిశోధనలను సమాజానికి అందించాలని చెప్పారు. ఒకే

విధమైన అంశంపై చేసిన రెండు పరిశోధనలకు పూర్తి వ్యత్యాసం కనిపించాలని అన్నారు. విలువలతో కూడిన పరిశోధనలు భావితరాలకు ఎంతో అవసరమని తెలిపారు. రిజిస్ట్రార్ బి.గంగారావు మాట్లాడుతూ పరిశోధనలకు కావాల్సిన మార్గదర్శకాలపై చర్చించేందుకు నిర్వహించిన ఈ కార్యక్రమ నిర్వాహకులను అభినందించారు. ఇటువంటి కార్యక్రమాలు భావి పరిశోధనకులకు ఎంతో ఉపయోగపడతాయని తెలిపారు. రిసోర్స్ పర్సన్ డాక్టర్ హిరెన్ వట్టేల్ పరిశోధనా పద్ధతులను పద్ధతులు, ఉత్తమ పరిశోధనలు వ్యూహాలు, అమలుకు సంబంధించిన అంశాలపై మాట్లాడారు. ఈ కార్యక్రమంలో ప్రత్యేకాధికారి ఎస్.ప్రశాంతిశ్రీ, ఎస్.టికి, ఆయా విభాగాల అధ్యాపకులు తదితరులు పాల్గొన్నారు.



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వాస్తవాలు ప్రతిబింబించే పరిశోధనలు అవసరం

రాజానగరం: కట్ అండ్ ఫేస్ట్ తరహాలో కాకుండా నూతనత్వంతో కూడిన వాస్తవాలు ప్రతిబింబించే రీతిలో విలువలతో కూడిన పరిశోధనలు నేటి సమాజానికి అవసరమని ఆదికవి నన్నయ యూనివర్సిటీ వీసీ ఆచార్య ఎం.జగన్నాథరావు అన్నారు. కాకినాడ ఎంఎస్ఎన్ క్యాంపస్ ఆధ్వర్యంలో 'అకడమిక్ పబ్లికేషన్ స్ట్రటజీ-ప్లానింగ్ అండ్ ఎగ్జిక్యూషన్' అనే అంశంపై బుధవారం వన్ డే ఇంటర్నేషనల్ ఫ్యాకల్టీ ప్రోగ్రామ్ ను నిర్వహించారు. పరిశోధన వ్యాసాలు, పత్రాలు, ప్రచురణలు వంటివి ఎంతో బాధ్యతతో నిర్వహించాలన్నారు. నేటి పరిశోధనలే భవిష్యత్తుకు లిఖిత పూర్వక ఆధారాలని, దీనిని గుర్తెరిగి పరిశోధనల్లో వాస్తవం, నాణ్యత, నవీకరణ, సృజనాత్మకత ఉండాలన్నారు. రిజిస్ట్రార్ ఆచార్య బి.గంగారావు మాట్లాడుతూ పరిశోధనలకు కావలసిన మార్గదర్శకాలపై చర్చించేలా ఈ కార్యక్రమాన్ని ఏర్పాటు చేసినందుకు నిర్వాహకులను అభినందించారు. డాక్టర్ శ్రీదేవి మాగంటి కన్వీనర్ గా వ్యవహరించిన ఈ కార్యక్రమంలో ప్రత్యేకాధికారి ఆచార్య ఎస్.ప్రశాంతిశ్రీ, ఆచార్య ఎస్.టికి, అధ్యాపకులు పాల్గొన్నారు.

EENADU DATED ON 11TH JUNE, 2020

(KAKINADA EDITION)



సమాజానికి వాస్తవ పరిశోధనలు అవసరం

నన్నయ వీసీ ఆచార్య జగన్నాథరావు

నన్నయ విశ్వవిద్యాలయం: విలువలతో కూడిన వాస్తవ పరిశోధనలు నేటి సమాజానికి అవసరమని ఆదికవి నన్నయ విశ్వవిద్యాలయం ఉపకులపతి ఆచార్య మొక్కా జగన్నాథరావు పేర్కొన్నారు. కాకినాడ ఎంఎస్ఎన్ పీజీ క్యాంపస్లోని మేనేజ్మెంట్ విభాగం ఆధ్వర్యంలో ఋదవారం నిర్వహించిన 'అంతర్జాతీయ ప్యాకల్టీ డెవలప్మెంట్ ప్రోగ్రాం'లో వీసీ మాట్లాడారు. పరిశోధన వ్యాసాలు, పరిశోధన పత్రాలు, ప్రచురణలు వంటివి బాధ్యతతో నిర్వహించాలన్నారు. నేటి పరిశోధనలే భవిష్యత్తులో లిఖిత పూర్వక ఆధారాలని చెప్పారు. పరిశోధనల్లో వాస్తవం, నాణ్యత, నవీకరణ, సృజనాత్మకత ఉండాలన్నారు. 'అకడమిక్ పబ్లికేషన్ స్ట్రాటజీ, ఫ్లానింగ్, ఎగ్జిక్యూషన్ అనే అంశంపై మాట్లాడారు. రిసోర్సు పర్సన్ హిరెన్ పటేల్ పరిశోధన పద్ధతులు, ఉత్తమ పరిశోధన వ్యాసాలు తదితర విషయాలను వెల్లడించారు. ఈ కార్యక్రమంలో రిజిస్ట్రార్ ఆచార్య బట్టు గంగారావు, కన్వీనర్ మాగంటి శ్రీదేవి, క్యాంపస్ ప్రత్యేకాధికారి ఆచార్య ఎస్. ప్రశాం తిశ్రీ, ఆచార్య ఎస్.టి.కి తదితరులు పాల్గొన్నారు.

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ANDHRA PRADESH(EAST
GODAVARI) PageNo : Page 01**