

10th Global

Business and Marketing Studies Summit

Workshop on How to generate excellent research publications?

Md. Mamun Habib
Independent University, Bangladesh

Synopsis: This workshop would demonstrate various types of research publications, how could search call for papers, the reviewing and publishing process, how to prepare a manuscript for submission, how to respond to reviewer comments, how to prepare a revised manuscript, and what to do with a rejected manuscript. In addition, it would illustrate various factors those are relevant to academic writing. How researchers could ensure quality writing, reduce similarity index, tips & techniques to publish international journals, etc. would be highlighted there. This workshop will be interactive and tailored to the interests of those attending.

Learning Outcomes: Upon completion of this workshop, participants will be able to

1. Understand various types of research and publications.
2. Acknowledge the structure of the papers
3. Produce Quality Papers in terms of quality academic writing
4. Reduce Similarity Index by using various techniques
5. Submit papers at international conferences and journals

Contents: I created the content for four sessions. Each session, duration of the lecture is 1 hr (including Q & A). Total duration is 4 hrs.

Session -1

- How could you generate a Research idea?
- Various types of Research
- Difference between Research paper, Review paper, Survey paper & Case Study

Session-2

- Various Type of Research Publications
- Difference Between Conference paper and Journal Paper
- Writing a Successful Conference Abstract: Practical Tips to Getting Your Abstract Accepted

Session -3

- Tips for writing indexed high impact journal Articles (Including Abstract, Introduction, Literature Review, Methodology, Results, Discussion, Conclusion, References)

Session -4

- From draft to article: The process of publishing in an academic journal (Scopus/WoS indexed)
- Academic Writing with sample papers.

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