



**One Day International Workshop
on Publishing in World Class Journals
for Faculty Members & Research Scholars**



Venue-Auditorium, Department of Business Administration, University of Lucknow
Date: Thursday, 08th October, 2015 at 11:30 am

Research and Publication are the two faces of one coin. Among academics, the maxim "publish or perish" (i.e., publish your research or risk losing your carrier) is a threatening reminder of the importance of publication. Despite its cynicism, the phrase makes an important point: publishing findings, hypotheses, theories, and the lines of reasoning and evidence relevant to them is critical to the progress of knowledge. Academicians distribute information about their ideas in many ways — informally communicating with colleagues, making presentations at conferences, writing books, etc. — but among these different modes of communication, peer-reviewed journal articles are especially important.

So in order to understand the importance of research publications and improvement of publication quality, The Department of Business Administration is organizing an International Workshop on the Theme—"Publishing in World Class Journals" by renowned expert Professor Zaffar Uddin Ahmed.

Dr. Zafar U. Ahmed is currently Professor and Director, College Faculty Research Development Office in College of Business Administration, Kuwait University. Prof. Zafar has been actively involved in the generation and diffusion of new knowledge using numerous global platforms culminating in the publication of more than 150 scholarly papers in world-class peer reviewed (refereed) journals. Zafar has successfully supervised, examined and graduated more than 30 doctoral students across the world (in particular in India, Malaysia, and Singapore). He has also visited over 100 countries

Prof. Zafar is currently serving as the Founding President and CEO: US based Academy for Global Business Advancement (AGBA).

This international workshop will be of immense benefit to the faculty and research scholars of the various disciplines working in universities and educational institutions in and around Lucknow.

Sanjay Medhavi
Head (Business Administration) &
International Workshop Convenor

International Workshop Details:

Participants are requested to confirm their participation by e-mail at workshop.lumba@gmail.com till Wednesday, 7th October 2015, 05:00 P.M. The seating capacity is limited hence participation would be facilitated on first-cum first-basis.

Registration Fee: Rs. 250/- (Rupees Two Hundred Fifty only)

Certificate: A certificate of participation will be issued to the participants.

Registration:	11:00 AM to 11:30 AM.
Inaugural session:	11:30 AM to 12:00 PM.
Technical session 1	12:00 PM to 1:30 PM.
Refreshment break	1:30 PM to 2:00 PM.
Technical session 2	2:00 PM to 3:30 PM.
Valedictory and Certificate distribution	3: 30 PM to 4:00 PM.

Contact person

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