



**DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW**

Date: 14 June 2022

Ref.No. – IU/DCBM/2021/63

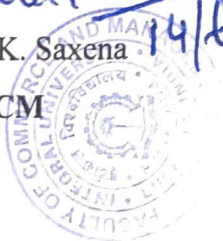
Notice

All the Faculty Members and Students and Research Scholars are hereby informed that the **Faculty of Commerce and Management**, Integral University is organizing a Webinar in association with **Elsevier** on the topic **“The Best Practices in Research and Research Article Writing”** on June 16, 2022, 11:00 am onwards. The eminent speaker of the session is **Ms. Aishwarya Nayal**, Customer Consultant, Elsevier.

All are requested to attend the session.

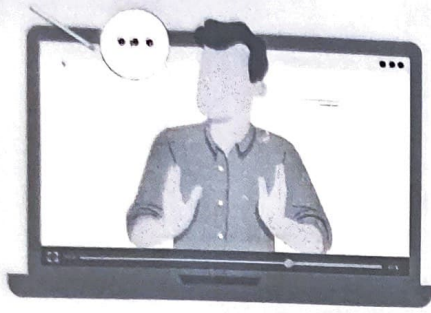
Date :16th June, 2022
Timings :11: 00 am onwards
Platform: zoom


Prof. A. K. Saxena
Dean, FCM




Dr. Syed Shahid Mazhar
Head, DCBM





The Best Practices in Research and Research Article Writing



Aishwarya Nayal
Customer Consultant, Elsevier
Speaker for the Session

A webinar organized by Faculty of Commerce and Management in association with Elsevier

Date: Thursday, June 16, 2022

Time: 11 AM – 1 PM IST

Attend this free webinar to learn:

- Identifying Research Issues
- Understanding Publishing Workflow and Editor's mindset
- Research Metrics and their significance
- How to find high impact journals
- How to write a good research manuscript
- How to improve research

Webinar Panelists



Prof. A.K. Saxena
Dean, Faculty of
Commerce &
Management,
Integral University,
Lucknow



Dr S.S. Mazhar
Head, Department of
Commerce
and Management,
Integral University,
Lucknow

REGISTER NOW:

<https://tinyurl.com/4m86ea64>



Organizers: Dr Farhina S Khan and NAAC Criteria 3 Members, DCBM
Email: fkhan0684@gmail.com



**Report on Webinar
organized by Faculty of Commerce & Management
in association with Elsevier
'Best Practices in Research and Research Article Writing'
June 16, 2022**

Faculty of Commerce and Management organized a Webinar on the theme '**Best Practices in Research and Research Article Writing**' in Association with **Elsevier** through the virtual platform (Zoom) under the guidance of **Prof. A .K. Saxena Dean, FCM** and **Dr. S. S. Mazhar, Head, DCBM** on Thursday 16th June 2022. The guest speaker of the session was **Ms. Aishwarya Nayal**, Customer Consultant, Elsevier South Asia. The event was attended by 84 unique users and 128 members registered for the same.

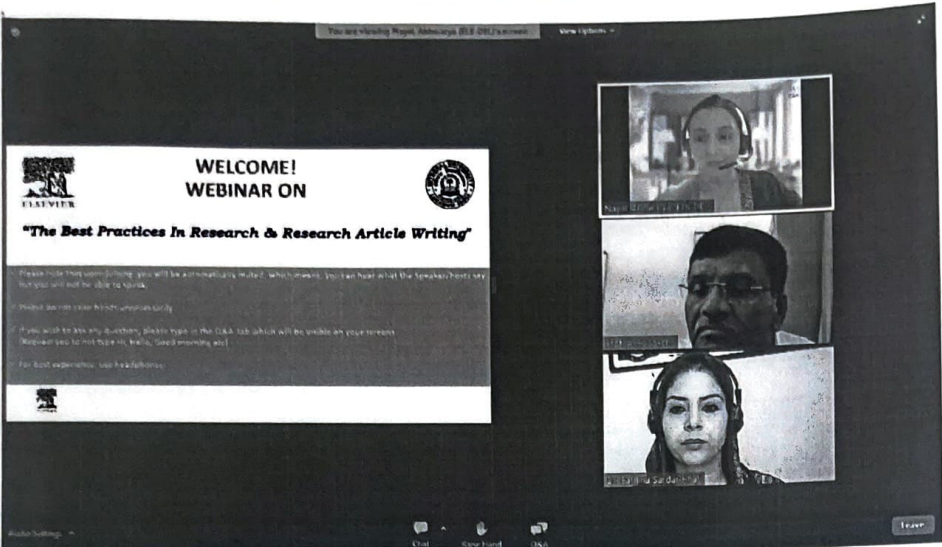
Academicians and research scholars are constantly working hard to publish high-quality research publications. This demand is enshrined in legislative requirements of the educational institutions' strategic endeavours to improve research. With this desire in mind, the goal of this webinar is to deconstruct what makes a great research paper and highlight the benefits and relevance of producing one. This webinar will serve as a practical guide to the art of writing papers, with the help of some notable examples and activities.

The speaker, Ms Aishwarya Nayal, covered the diverse elements of research article writing. She imparted updated knowledge on the various stages of writing a scientific manuscript, combining didactic lectures with a hands-on exercise in critically evaluating a scientific manuscript. The lectures included discussions on the format of writing a scientific paper, referencing, publication ethics and misconduct, writing a case report, choosing the right journal for publication (while avoiding predatory journals), and tips for successfully publishing a paper and presented the Editors and Reviewers perspective for acceptance or rejection of the paper. The speaker also answered the queries of the participants raised by the moderator of the session. The program proved to be very informative for all the participants and got a lot of appreciation from faculty members and scholars.

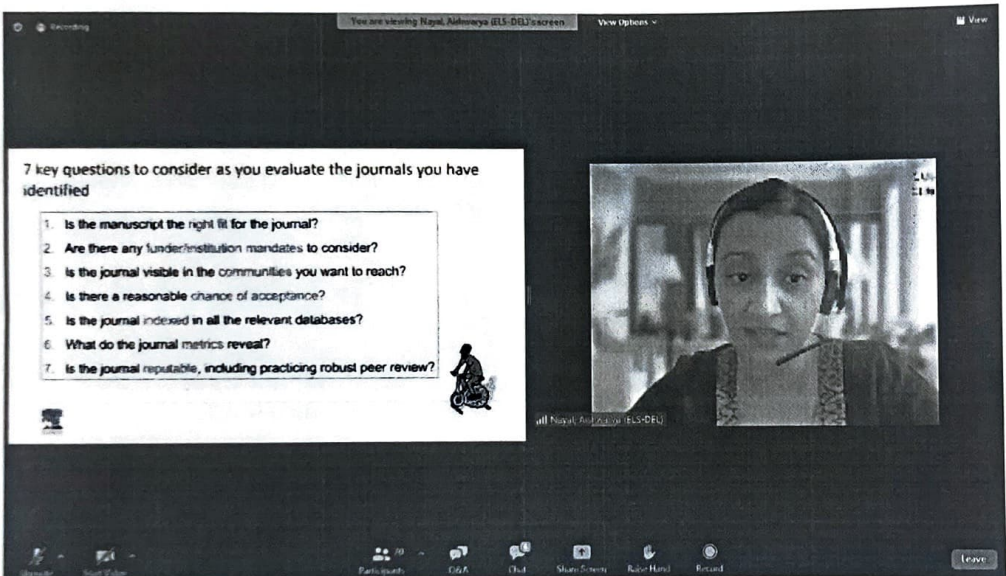
The program was moderated and coordinated by **Dept. NAAC Criteria 3** Coordinator **Dr. Farhina Sardar Khan** and Members.



PHOTOGRAPHS OF THE WEBINAR



Prof A.K Saxena, Dean, FCM delivering the opening remark



Ms. Aishwarya Nayal delivering her lecture





Dr. S. S. Mazhar, Head, DCBM delivering the closing remark



Dr. Farhina Sardar Khan moderator of the session



Sample of certificate issued to the participants



Minute-to-Minute of the event

The Best Practices In Research & Research Article Writing		
Time	Topic	Speaker
11:05 AM - 11:10 AM	Opening Note	Aditya Pal Singh Senior Account Manager, Elsevier South Asia
11:10 AM - 11:15 AM	Welcome Address	Prof. A. K. Saxena, Dean Faculty of Commerce & Management
11:15 AM - 12:30 AM	Webinar	Aishwarya Nayal, Customer Consultant, Elsevier South Asia
12:30 AM - 12:45 PM	Q&A	Aishwarya Nayal
12:45 PM - 12:50 PM	Vote of Thanks	Dr. Syed Shahid Mazhar Head, Department of Commerce and Business Management



ATTENDANCE "THE BEST PRACTICES IN RESEARCH & RESEARCH ARTICLE WRITING"

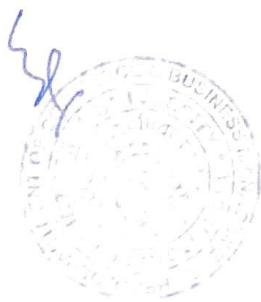
NAME (FULL NAME IN CAPITAL LETTERS)	AFFILIATION. (UNIVERSITY / INSTITUTION / COLLEGE)	DESIGNATION
Sadaf Parveen	Integral University	Research Scholar
KRISHANGI PANDEY	Integral University Lucknow	Research Scholar
MOHAMMAD FAHAD	Integral University	Research Scholar
Syed Shagufta Qamar	Integral university	Student
Fouzia Fatima	Integral university	Research scholar
KSHITIJ SHUKLA	Integral university	Research Scholar
Ms. SHAMA	Integral University	Research Scholar
Sadaf Parveen	Integral University	Research Scholar
PRIYANKA JAISWAL	CSIR-CIMAP	PhD Scholar
Mohammad Hamzah Khan	Integral University	Research Scholar
Pradeep Kumar	Integral University	Research Scholar
Sadaf Parveen	Integral University	Research Scholar
Uzma Husain Jaisi	Integral University	Research scholar
POOJA BISHT	Integral University	Research Scholar
MOHAMMAD SHARIF ABBAS	Integral university	Student
SHEEMA ABBAS	Integral University	Research Scholar
Tanay Jaiswal	Integral University	Research scholar
AMAN SINGH	Integral university	Student
Amit Kumar Goel	Integral University	Assistant Professor
AFA ASIF QIDWAI	INTEGRAL UNIVERSITY	Ph.d scholar
Anshika Saxena	IPEM ,GHAZIABAD	ASSISTANT PROFESSOR
Sarah hamid	Integral university	Research scholar
Maria warsi	Integral University Lucknow	PhD
Sumbul Javed	Integral University	Research Scholar
ATIKA MUSTAFA	INTEGRAL UNIVERSITY	PhD Scholar
SAYED NUSEBA RASHEED	INTEGRAL UNIVERSITY	FACULTY
Saman ashrafi	Integral university	Research scholar
Soufia Mirza	Integral university	Phd scholar
AFA ASIF QIDWAI	INTEGRAL UNIVERSITY	Ph.d scholar



PREETI YADAV	Integral University	Research Scholar
Darsha Srivastava	Integral University	Research Scholar
Tafzeel Ahmad Khan	Dayal Group of Institutions	Assistant Professor
Kavita Agarwal	Integral University	Head & Associate Professor
Anamika singh	Integral university	Research scholar
KARISHMA NIGAM	Integral University	
Firoz Ahmad	Integral University	Research Scholar
SIDRA MANSOOR	Integral university	Research scholar
RUCHI SRIVASTAVA	Integral University	Research scholar
ARIFSHAN SHAHWAR	INTEGRAL UNIVERSITY	Research Scholar
NIKITA MISHRA	Integral University	PhD scholar in medical microbiology
DIPTI	DCBM, integral University	Research scholar
Saman ashrafi	Integral university	Research scholar
Ahmad Ghazali Kidwai	Integral University, Lucknow	Research Scholar
Farheen zehra	Integral university	Research scholar
Aanchal Nigam Verma	Integral University Lucknow	RESEARCH SCHOLAR
Aiman khwaja	Integral University	Research scholar
RASHMI RAKESH	Maharishi University of Information Technology	Assistant Professor
Parul Raghuvanshi	Integral University	Research Scholar
ASHISH KUMAR SINGH	INTEGRAL UNIVERSITY LUCKNOW	RESEARCH SCHOLAR
BUSHRA BEGUM	Integral University	Research Scholar
FARAZ KHAN	KANPUR INSTITUTE OF TECHNOLOGY	
M. Farhina Sardar Khan	Integral University, Lucknow	Assistant Professor
Nida Iqbal	Integral University	Research Scholar
BAREEN ABBAS	Integral University	Research Scholar
MOHD FAIZ KHAN	Integral University, Lucknow	Research Scholar
Akhtar hasan jamal khan	Integral university	P.hd. scholar DCBM
SAMARTH PANDE	Amity Business School, Lucknow	Asst.Professor
ARTI AWASTHI	Integral University	Research scholar
SONALIKA SINGH BHADORIA	INTEGRAL UNIVERSITY	RESEARCH SCHOLAR
SAKSHI ROY	Integral University	Research Scholar



Sneha Gupta	Integral University	Research Scholar
Zareen Anjum	Integral University	Research Scholar
ADIL KAMAL	Integral University	Research Scholar (Department of Commerce and Business Management) DCBM
UROOJ SHAKEEL	Integral university lucknow	Research scholar
Shikha Tiwari	Integral University, Lucknow	Research Scholar
Priyanka	Integral University	
Sadia nawaz	Integral university	Scholar
Arfa Siddiqui	Integral University	Research scholar
Rishika Awasthi	Integral university	Visiting faculty
NIKHAT PARVEEN	Integral University	Research Scholar
Aiman Khwaja	Integral University	Research scholar
NIDHI CHAUHAN	Integral University	Research Scholar
KARISHMA NIGAM	Integral University	
NIKHAT PARVEEN	Integral University	Research Scholar
Yamina Fatima Naqvi	Integral University	PhD scholar
SAMAN ZAMEER	INTEGRAL UNIVERSITY, LUCKNOW	RESEARCH SCHOLAR
Vanshika Bhatnagar	Integral University	Research Scholar
sana zaidi	integral university	scholar
SHASHWAT KUMAR DWIVEDI	INTEGRAL UNIVERSITY	RESEARCH SCHOLAR
SAKSHI ROY	Integral University	Research Scholar
Rishika Awasthi	Integral university	Visiting faculty
Sadia nawaz	Integral university	Scholar
USHRA BEGUM	Integral University	Research Scholar
MOHD GAYASUDDIN SIDDIQUI	Integral university	PHD SCHOLAR
Mohd Asad Khan	Integral University	Research Scholar
Priyanshi Garg	Integral university	Research Scholar
Ansha Asif Qidwai	Integral university	Phd scholar
Mohd Asad Khan	PSIT College of Higher Education, Kanpur	Assistant professor
Tafzeel Ahmad Khan	Dayal Group of Institutions	Assistant Professor
RAFAT FATMA	Integral University	Phd scholar
Sunil dutt	Integral University	Scholar



AFA ASIF QIDWAI	INTEGRAL UNIVERSITY	Ph.d scholar
Wajiha Alim	Integral University	Research Scholar
SABA FATIMA	Integral university	Research scholar
Ausaf Ahmad Khan	Integral University, Lucknow	Research Scholar
MOHD ARIZ SIDDIQUI	INTEGRAL UNIVERSITY	ASSISTANT PROFESSOR
AMRITA BHATTY	Integral University	Research Scholar
Divesh Dutt	Integral University	Research Scholar
Anamika singh	Integral university	Research scholar
Arifa Ishtyaq	Integral University	Assistant Manager - Operations & Processes
RUCHI SRIVASTAVA	Integral University	Research scholar
ARSHI HASAN KHAN	Integral University	Phd
DRA MANSOOR	Integral University	Research scholar
SANTOSH KUMAR TRIPATHI	INTEGRAL UNIVERSITY LUCKNOW	RESEARCH SCHOLAR
Ehsanul Haque	Integral University, Lucknow	Assistant Professor
FARHEEN SIDDIQUI	Integral University	Assistant Professor
FAZAL AHMAD SIDDIQUI	Integral University	Research Scholar
SWAPNIL VAISH	iNurture/Integral University	Faculty
MOHD YUSUF KIDWAI	Integral University	Assistant Registrar
Sarah hamid	Integral university	Research scholar
Zoya Mujeeb	Integral university	Phd scholar
Lateef ul haq	Integral University Lucknow	Phd
Asif Iqbal	Integral University	Research Scholar
ATIKA MUSTAFA	INTEGRAL UNIVERSITY	Ph.D SCHOLAR
Asneem Rahman	integral University	Research Scholar
SAMIYA FAROOQ	Integral University	Research Scholar
RAMAN SRIVASTAVA	IUL	Research Scholar
Arun Sharma	Integral university	Research scholar
Syed Tauseefun Nabi	Integral University	Research scholar
Syed Tauseefun Nabi	Integral University	Research scholar
PRIYANKA BAJPAI	Integral University	Visiting Faculty
Tanveer Ahmad Khan	Integral University Lucknow	Research Scholar
SHIKHA TIWARI	Integral University, Lucknow	Research Scholar

