

**PROGRAMME NAME: DAY LONG INTERNATIONAL WORKSHOP ON THE PATHWAY TO SUCCESSFUL RESEARCH  
AGENDA  
Date: 14<sup>th</sup> November 2018**



The Department of Commerce and Financial Studies, Bharathidasan University in association with Department of General Business and Finance, Sam Houston State University, USA and SMART Journal of Business Management Studies jointly organized a Day Long International Workshop on “**The Pathway to Successful Research Agenda**” for the University and College teachers on 14<sup>th</sup> November 2018 at Bharathidasan University. **Dr. M.Selvam**, Head, Department of Commerce and Financial Studies welcomed the gathering. **Dr. G. Gopinath**, Registrar, Bharathidasan University delivered the inaugural address. **Dr. Balasundram Maniam**, Professor, Department of General Business and Finance, Sam Houston State University, USA delivered the lecture on the topic” **To Publish or Not to Publish – That is the Question**”. **Dr. Venkatesakumar**, Associate Professor, Department of Management Studies, Pondicherry University trained the participants on the application of statistical tools using statistical packages. **Dr.S. Parthasarathy**, Professor and Head, Director, University Informatics Centre delivered Valedictory address.