



# SESHADRIPURAM FIRST GRADE COLLEGE

## Post-Graduate Department of Commerce & Management

Yelahanka New Town, Bengaluru – 560064

Recognized under Section 2 ( f ) & 12 ( B ) of the UGC Act, 1956,

Accredited 'A' Grade by NAAC

The Post-Graduate Department of Commerce and Management, Seshadripuram First Grade College was organised Two days Faculty Development Program on “Selection of Scholarly Journals- Strategies & Techniques and Web Visibility and Academic Identity- How and Why” on 5<sup>th</sup> and 6<sup>th</sup> June 2020 through zoom platform.



**Seshadripuram First Grade College**  
**PG DEPARTMENT OF COMMERCE & MGT.**  
Yelahanka, Bengaluru  
Permanently affiliated to BCU and recognized by UGC under 2(f) & 12(B)  
**Seshadripuram Research Foundation**  
In Association with  
**Internal Quality Assurance Cell (IQAC)**



**NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM ON**

**SESSION-1** SELECTION OF SCHOLARLY JOURNALS- STRATEGIES & TECHNIQUES

**SESSION-2** WEB VISIBILITY AND ACADEMIC IDENTITY-HOW & WHY

**Resource Person**  
**Dr. B T Sampath Kumar**  
Professor, DLISc, Tumkur University,

**Chief Guest**  
**Dr. Wooday P. Krishna**  
Hon. General Secretary, SET

**Guest of Honour**  
**Sri W.D.Ashok**  
Hon. Trustee, SET,  
IQAC Management Representative ,SFGC

**Presided by**  
**Sri N.R. Panditharadhya**  
President, SET

*You Are Cordially Invited*

**Dr. S. N. Venkatesh**  
Principal

**Dr. Vijayakumar A B**  
Director, PG Dept. & SRF  
**Faculty and Staff**

**Prof.Santanu Das**  
IQAC, Research Criteria

**ZOOM** On 5th & 6th June,2020, From 11.00 AM onwards  
Meeting ID: 885 4883 5714  
Password: SfGcMCom56



1.Registration by Google Forms  
2.Only Active Participants will receive E-Certificate



Live On  
Seshadripuram First Grade College  
Yelahanka new town



Santanu Das

## Selection of Scholarly Journals in Business and Management: Why and How?

scholarly OR  
peer-reviewed articles



**Dr B T Sampath Kumar**

Professor

Department of Library and Information Science

Tumkur University, Tumakuru, INDIA

[www.sampathkumar.info](http://www.sampathkumar.info)



Dr. B.T Sampa...



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# Research Visibility and Ethics in Research



Dr B T Sampath Kumar  
Professor

Department of Library and Information Science  
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## Who, When, Why, How, What?

- Gupta et al. (2019) conducted a comparative study on the Sentiment toward marketing.
- The purpose of this study is to examine whether sentiment toward marketing differs between students attending universities in the USA and Germany.



Dr. B.T. Sampa...

zoom