



Children's Education Society (Regd.)

# The Oxford College of Pharmacy

(Recognized by the Govt. of Karnataka, Affiliated to Rajiv Gandhi University of Health Science, Karnataka;

Approved by Pharmacy Council of India, New Delhi)

Accredited by NAAC and International Accreditation Organization (IAO)

Date: 12/06/2020

## CIRCULAR

This is to inform all the students and teaching staff of The Oxford College of Pharmacy that a seminar titled “**Research and Publication Strategies**” for the academic year 2019-20 will be conducted on 18/06/2020. We request active participation for the same.

*P. Padma*

**PRINCIPAL**

**PRINCIPAL**

The Oxford College Of Pharmacy  
No 6/9, 1<sup>st</sup> Cross, Begur Road, Hongasandra  
Bangalore - 560 068

Chief Patron

SRI. S.N.V.L Narasimha Raju  
Chairman,

The Oxford Group of  
Institutions, Bangalore.

Convener

Dr. Padmaa M Paarakh  
Principal & Professor, TOCP

Co-ordinator

Dr. Karthik Reddy

Department of Pharmacology

Resource Person

Dr.G. Parthasarathy

Professor & HOD

Department of Pharmacy

Practice

The Oxford College of  
Pharmacy

## ABOUT US

The Oxford College of  
Pharmacy (TOCP) was  
established in 1992. TOCP  
under the aegis of Children's  
Education Society (R) offers D  
Pharm, B Pharm, M Pharm,  
Pharm D, Pharm D Post  
Baccalaureate and PhD  
Programs.

TOCP is recognized by the  
Government of Karnataka,  
affiliated to Rajiv Gandhi  
University of Health Sciences,  
Karnataka, and Drug control  
Board, Karnataka respectively,  
approved by Pharmacy Council  
of India, New Delhi.

Seminar on

**"Research and publication  
strategies."**

On

18th June 2020

Time: 10 AM-11 AM



Organized by

Department of Pharmacology  
THE OXFORD COLLEGE OF  
PHARMACY

No 6/9, 1st Cross, Begur Road,  
Hong isandra, Bangalore  
PIN 560 068  
Karnataka, India.



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## DEPARTMENT OF PHARMACOLOGY

### ORGANISED SEMINAR

ON

**“RESEARCH AND PUBLICATION**

**STRATEGIES”**

#### CHIEF PATRON

SHRI S. N. V. L NARASIMHA RAJU

CHAIRMAN

THE OXFORD EDUCATIONAL INSTITUTIONS

#### CONVENER

Dr. PADMAA M PAARAKH

PRINCIPAL

THE OXFORD COLLEGE OF PHARMACY

#### SEMINAR CO-ORDINATOR

Dr. KARTHIK REDDY

ASSISTANT PROFESSOR

DEPARTMENT OF PHARMACOLOGY

THE OXFORD COLLEGE OF PHARMACY

#### RESOURCE PERSON

Dr. G. PARTHASARATHY

PROFESSOR

DEPARTMENT OF PHARMACY PRACTICE

THE OXFORD COLLEGE OF PHARMACY

**DATE: 18<sup>th</sup> JUNE 2020**

**TIME: 10 AM to 11 AM**



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## PREAMBLE

The Department of Pharmacology conducted the seminar on "Research and Publication Strategies" for the students and teaching faculties. There were totally 18 participants. The organizing secretary welcomed all the participants. Dr. G. Parthasarathy, Professor, The Oxford College of Pharmacy, Bangalore delivered the lecture.

For one to be successful in research and publications, he or she has to approach both processes strategically with the help of appropriate tools and techniques. In the current seminar, speaker addressed few research and publication strategies to the participants.

### The content delivered in the seminar is as follows:

A research strategy consists of a plan that guides your research activities and aid in achieving your research goals. Such strategy could further help in clarifying research question, identify sources, organize the data and communication the study findings to a suitable journal. The words research strategy and research methodology are quite different from each other. Research strategy consists of 4 types viz., case study, qualitative interviews, quantitative survey and action-oriented research. Research helps in discovery of new technologies, advancement of knowledge, solving complex problems faced by communities and industries. A proper attempted research strategy has direct impact on society by improving quality of life, healthcare outcomes, sustainability and social well-being.

Later the speaker, discussed in detail about these strategies. Case Study describes in-detail of a single case or a small number of cases. Here, the information is obtained from different sources and through the use of different types of data such as observations, survey, interviews and analysis of documents. Data can be qualitative, quantitative or a mix of both. Qualitative interviews includes structured, semi-structured, unstructured and this is the most widely used method for gathering data. However, these require extensive planning. Quantitative survey are the widely used method in business research and allows access to significantly high numbers of participants. With wide availability of online sites, it enables the wide and cheap distribution of surveys and the organisation of the responses as well.



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Action-oriented research is a participatory process which brings together theory and practice, action and reflection.

The immediate question after research is where to publish? Which Journal should I select? So checking the information about journal's scope, topic and requirements. Additionally, the potential target audience, journal selection, types of papers, structure all these to be kept in mind when writing for publication in peer reviewed journals. Due to higher rejection rates of the manuscripts, the speaker stressed the participants to emphasis more on journals' instruction to authors, where common reasons for rejection are listed. Additionally, the speaker conveyed to the participants to stop using Artificial Intelligence, chat GPT for research.



**Dr. G. Parthasarathy interacting with the participants**





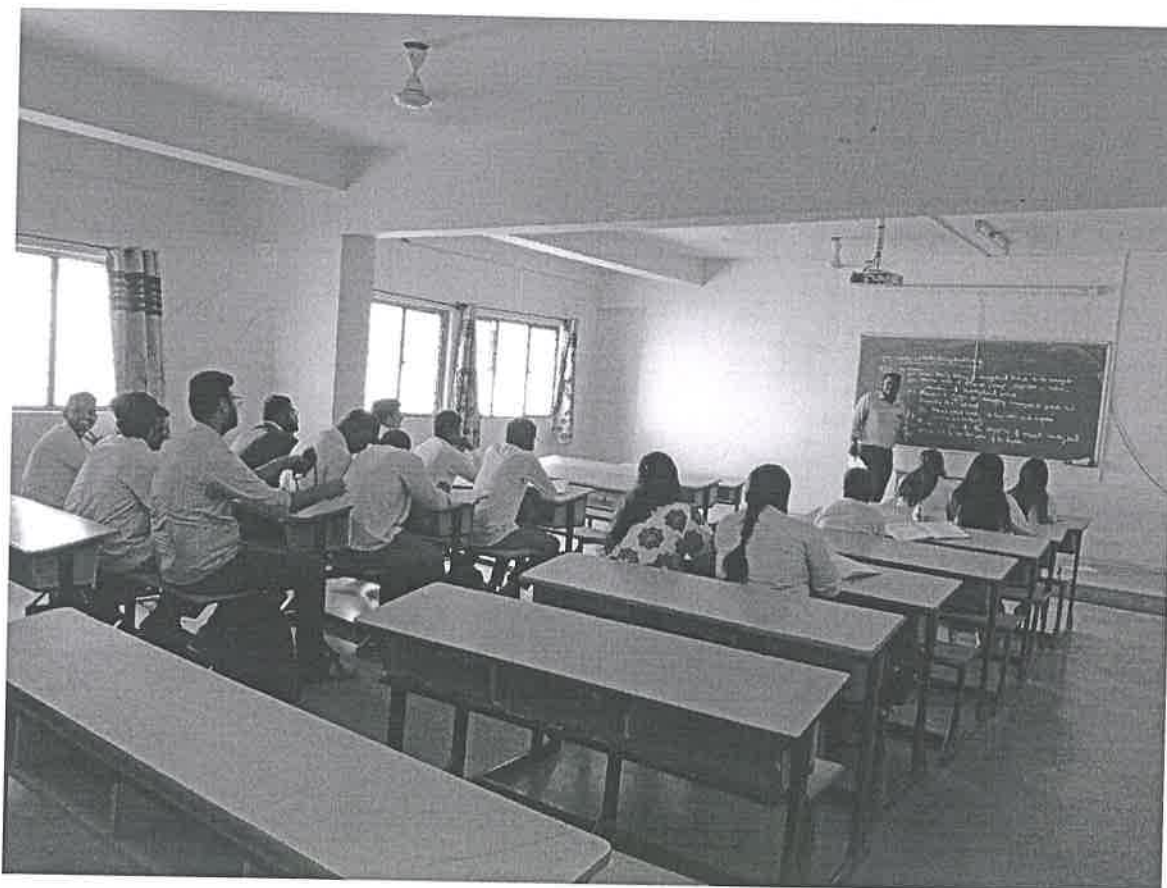
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## Participants involved in the seminar

### OUTCOME

There were 18 participants in the seminar. Research plays a crucial role in academia and society. It is essential for innovation, progress and societal development. It helps in shaping the future through discoveries and solutions to complex challenges in different fields. Hence, appropriate research strategy has to be framed for carrying out research. At the same time, knowledge dissemination through publication for the academic community and public is also important. Publications are key indicators for recognition in academics as well as in career advancement.



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## LIST OF PARTICIPANTS

SL.NO	NAME OF PARTICIPANT	SIGNATURE
1	ARINDAM DEY	A
2	BABISHA R	Babish
3	BHAVYASHREE N	Bhav
4	DHARUNBALA L	Dharun
5	FARHANA AA	Farhana
6	HARSHITHA A	Harshitha
7	LIKITHACHANDRASHEKAR	Likitha
8	NEETHU TP	Neethu
9	NISHANTH KK	Nishanth
10	NIZAMUDDIN	Nizam
11	NUNGSHICHILA A JAMIR	Nungshichila
12	PRADEEP S	Pradeep
13	RISHIKA GUPTA	Rishika
14	RUDRAMBIKA M	Rudrambika
15	SARAVANAGIRI A	Saravani
16	SARAVANAN M	Saravanan
17	SEEMA SL	Seema
18	SHREYADATTA	Shreya



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## PARTICIPATION CERTIFICATE

This is to certify that Mr/Ms/Dr/Mrs. AKHINA TOM has attended a Webinar on *Research and Publication Strategies* held at the Department of Pharmacology, The Oxford College of Pharmacy, Bangalore, Karnataka, for the academic year 2019-20.

*Karthik*  
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## PARTICIPATION CERTIFICATE

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**PARTICIPATION CERTIFICATE**

This is to certify that **Mr/Ms/Dr/Mrs. ALEX PANDIYAN R** has attended a Webinar on *Research and Publication Strategies* held at the Department of Pharmacology, The Oxford College of Pharmacy, Bangalore, Karnataka, for the academic year 2019-20.

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