



APPLIED RESEARCH INTERNATIONAL CONFERENCES (ARICON)

NEWSLETTER

4th – 5th November, 2019 OXFORD, U.K.

APPLIED RESEARCH INTERNATIONAL CONFERENCE (ARICON) recently conducted an outstanding event at one of the oldest and finest educational institutions of the world.

The conference tracks include:

Business Administration

Humanities

Finance & Economics

**On 4th - 5th NOVEMBER, 2019 at St. Hilda's College,
THE UNIVERSITY OF OXFORD, U.K**

In Collaboration with London Institute of Skills Development



**London Institute of
Skills Development®**

St Hilda's College is one of the constituent colleges of the **University of Oxford in England**. The college is named after the **Anglo-Saxon Saint, Hilda of Whitby** and was founded in **1893**. The college is located at the eastern end of the High Street, Oxford over **Magdalen Bridge**, in Cowley Place, making it the only University of Oxford college lying east of the **River Cherwell**. Its grounds include **six major buildings**, which contain student accommodation, teaching areas, dining hall, the library and administration blocks: Hall, South, Milham Ford, Wolfson, Garden, and the Christina Barratt Building (opened in **2001**). The college also owns a number of properties in the Cowley area. It is the most conveniently situated Oxford college for the Iffley Road Sports Complex, a focus for Oxford University Sport.





Conference Chair: Prof. John Egan

ARICON has been honored to have Prof. John Egan- Professor of Marketing in Regent University, London.

Prof. John Egan has been served as the Vice President of the Academy of Marketing. He is the Former Trustee of the Chartered Institute of Marketing and the Former Chair of CIM Learning Advisory Group Prof. Egan is the Editor of The Marketing Review.



Guest of Honor: Dr. Alison Jones

ARICON appreciates the participation of Dr. Alison Jones as the Guest of Honor.

Dr. Alison Jones is the Interim Director of Strategic and Business Planning at Oxford Brookes University, Oxford. She is the Chair of the Higher Education Strategic Planners Association (HESPA) Dr. Jones is the Former University Secretary & Director of Planning, Legal and Governance- University of Bradford and Former Head of Strategic Planning- Leeds Metropolitan University, U.K.



Session Moderator: Dr. Henry James Nichols

Dr. Henry James Nichols moderated one of the conference scientific sessions.

Dr. Nichols has earned PhD Educational Psychology from University of Johannesburg, South Africa. He is the Lecturer & Learning Coordinator at University of the Free State, South Africa.



Virtual Participants: The conference also provided the facility for Virtual Presenters who presented their research through *Recorded Videos & Live Streaming*. The virtual participants felt excited to be the part of the fraternity, sitting hundreds and thousands of miles apart. Our Virtual Participants also received the E-Agenda Book, E-Abstract Book with the scientific program of the conference and Certificate of Participation/ Presentation. They are also entitled to publish 'Abstract' or full-manuscript in Conference Proceedings with ISBN number. These proceedings are available at **The British Library** and published by Nielsen U.K & Ireland. Moreover, the document is also available at **Bodleian Library Oxford** (University of Oxford) and at other eminent U.K universities on request.

Breakout Sessions:

ARICON conferences are versatile and unique; in order to enhance networking and make the environment lively and interactive, we often conduct Breakout sessions in our conferences, so was in ARICON Nov 2019 Oxford.

A College/ University tour and networking group Activity brought smiles to all the faces with helped the participants to acquiring more information about other participants life and interests.

Best-Paper Award:

Though all the papers presented at ARICON Nov 2019 Oxford were distinctive in terms of topic and ideas but as per tradition, the Conference Chair and the Keynote Speaker had to nominate ONE best-paper in terms of the novelty of concept. Prof. Egan and nominated Floral Dyeing from Floral Waste: An Organic Approach to Entrepreneurship as the Best paper and the award was received by the author and the co-authors- Dr. C. N. Rawal, Aditi S. Barve and Ambalika Sarma Brahma Choudhury





Free Excursion- Day 2:

The odyssey of all **ARICON** participants started through the famous Red Hop on and off bus at 10:45. The journey had 20 stops around the city with commentary regarding the famous place Oxford including:

Christ Church College, used in filming for the Harry Potter films

Oxford Castle, dating back to the 11th century. At nearly 1,000 years old, the castle was incredibly still used as a prison until the mid-1990s, and now hosts a hotel, restaurants, markets and an interactive visitor experience.

Oxford Museum of Natural History, a fascinating showcase of the university's artefacts

Oxford Canal, a scenic waterway through the town

Locations from famous movie scenes as Harry Potter and Alice in Wonderland films.

Beautiful architecture and immaculate gardens as **Trinity College** and its immaculate gardens, and the 13th century **Merton College** with its fabulous chapel buildings. The 38 colleges that make up the university include some of England's finest examples of **Gothic architecture**, leading to Oxford being nicknamed 'the city of dreaming spires'

River Thames at Speedwell Street stop (cruise available)

Contemporary Westgate Shopping Centre is one of the great attractions for participants with all price range brands and outlets. The beautiful view of the whole **Oxford City** with its enormous spires from its Roof-top of Westgate Shopping Centre are immaculate.

Hence our participants enjoyed to avail the **24 hours FREE-TICKETS** to make their trip 'A Treat to Remember'.



There is good news
ARICON would like to share that is the inclusion of **SCOPUS indexed journals** where we recommend the high-quality papers, presented at **ARICON Conferences**. ARICON proceedings are indexed in **Nielsen U.K & Ireland**.

Our proceedings are also available in Bodleian Library University of Oxford, The Cambridge University Library, National Library of Scotland, National Library of Wales, Trinity College Dublin and The British Library.

ARICON Allied Journals:

ARICON does not only conduct conferences but we are also very much concerned about **enhancing the publication opportunities** our participants' worthy research. Hence, we are aligned with the following High-indexed Journals; their authenticity can be double-checked through the links provided below and their presence on SCOPUS website too:

- Universal Journal of Educational Research (SCOPUS)
- Linguistics and Literature Studies (SCOPUS)
- Mathematics and Statistics (SCOPUS)
- Civil Engineering and Architecture (SCOPUS)
- **Universal Journal of Electrical and Electronic Engineering (SCOPUS)**
- Universal Journal of Mechanical Engineering (SCOPUS)
- Academy of Strategic Management Journal (Print ISSN: 1544-1458; Online ISSN: 1939-6104)-SCOPUS-indexed
- Journal of Management Information and Decision Sciences (Print ISSN: 1524-7252; Online ISSN: 1532-5806) Scopus-indexed
- Journal of Legal, Ethical and Regulatory Issues (Print ISSN: 1544-0036; Online ISSN: 1544-0044) Scopus-indexed
- Academy of Accounting and Financial Studies Journal (Print ISSN: 1096-3685; Online ISSN: 1528-2635) Scopus-indexed
- Journal of International Business Research (Print ISSN: 1544-0222; Online ISSN: 1544-0230) Scopus-indexed
- <https://rpajournals.com/jibm/> (Journal of International Business & Management)
- <https://rpajournals.com/about-ijkem/> (International Journal of Knowledge Management & Education)

BEST BLOG PICK:



Demystifying the Journal Article

Victoria Reyes breaks down the structure of a well-conceived scholarly piece and provides tips to help you get your research published.

By Victoria Reyes

One of the most important parts of professionalization is being able to publish your research. I was lucky enough to be in a department that had a yearlong seminar dedicated to just that: **conducting research and writing a publishable paper prior to starting the dissertation.**

But that was just the first step. Much of what I've learned about publishing comes from submitting papers to journals, incorporating reviewer comments, workshopping papers and having conversations with colleagues and mentors.

In this essay, I'll break down and demystify the format of an article for a general journal. Note that I'm a **sociologist**, so my insights are field-specific. So, too, must I acknowledge that journals, particularly specialty ones, may have their own style of writing, so the articles you read in them may not follow the format I'll lay out below. One of the things you should always do before submitting a paper is read articles published by the journal to which you are submitting to get a sense of the conversations being had in its pages and to find a model for your own work.

Despite such idiosyncrasies, knowing a few things about the purposes and format of a journal article will help you get published. You should understand the function of each section and write accordingly.

Introduction. The purpose of this section is threefold. First, you want to trace previous work on the subject and set up the problem. Second, you need to identify how your paper addresses that problem. That is key: explaining what you do to address the gaps of literature or problem of the paper. Finally, you should note the broader contributions and implications of the piece. I like to think that the contributions of a paper can be theoretical, empirical and/or policy relevant, although often the papers published in top journals have all three.

FOR EXAMPLE, you should incorporate any relevant foundational texts. One of the things you see in general journals is that the theoretical framework is often divided into two sections, precisely because general journals want papers that speak to multiple audiences. So, one section of your theoretical framework can deal with one set of literature, while the next section deals with another. Part of your contribution can be uniting and filling in the gaps in both sets.

Theoretical framework. This is commonly referred to as a literature review, but I don't like the term because it implies that you are just doing a passive review of what others have said about your topic. Reviewing previous work is necessary but not sufficient. The purpose of this section goes beyond an accounting of what others have done.

One way to understand the purpose of the theoretical framework is to see it as leading your reader through gaps in the literature that your paper addresses. **See the theme?** It's specific to what you are doing in the paper. It also includes information that your reader needs to know in order to understand your argument.

The theoretical framework often gets a bad reputation in the peer-review process, because reviewer comments often make suggestions regarding the theoretical framing of a manuscript. But I see the framework of a paper to be one of its most central parts. If we view research as a conversation, then the framework signals who you are in conversation with -- that is, the relevant audience and broader contributions of your work.

Sometimes a case-study section that gives background information on your specific case follows the theoretical framework.

For example, for a 2015 City and Community article, I created a section dedicated just to explaining the history of the Subic Bay Freeport Zone in the Philippines, because it was background that my readers needed to understand the data but not part of my results.

Data and methods. This section answers the question “**How do you know what you know?**” That can be further broken down into three parts:

- On what kind of information or material are you basing your findings (e.g., interviews, statistics, documents)?
- How did you find that information, or where did it come from (e.g., U.S. Census, National Archives, fieldwork)?
- How did you analyze that information? That is, what software or analytic strategies did you use to come up with your findings?

Results. This section contains the meat of the paper, where you present the findings from your work, and you should keep two points in mind. **First**, make sure that your results speak to the theoretical and empirical questions that your paper raises in the front half -- in other words, that your paper is cohesive throughout. **Second**, and particularly for qualitative papers, organize your results analytically or thematically -- not, for example, in chronological order or according to

some other simple accounting. You should be thoughtful about how to present your results to get the most out of your findings. (For some reason, academics like the number three, so you will often see three main results in a given paper.)

Discussion or conclusion. You may also find a combined discussion and conclusion at the end of the paper. **What are the differences between a discussion and a conclusion?** That can vary by author or paper, and it depends on how you've written up your results section. One way you can think about it is that the discussion section allows you to step back from the results section and reflect on the broader story or themes of your results and how they tie together.

If you see a discussion section this way, then you can think about a conclusion as addressing three things:

- 1) Summarizing what you did in the paper, including its main findings

Author's Bio

Victoria Reyes is a sociologist whose work examines how culture shapes global inequality. She is a postdoctoral fellow at University of Michigan's National Center for Institutional Diversity and an assistant professor of sociology at the University of California, Riverside.

- 2) Acknowledging the limitations of your work
- 3) Proposing steps for future research that builds on what you've done in the paper.

These tips will not guarantee you publication in a given journal. Your paper's research question, data and methods, findings, and broader significance need to be original, clear and well-integrated in discussions in the field. In addition, you also still have to do your due diligence about where to send your paper, including which journal is a good fit, the specific format of its articles and the types of conversations that are within its pages. Nevertheless, the tips I've provided can serve as a foundation from which to start to understand and break down the sometimes-mystifying format of a published journal article.



APPLIED RESEARCH INTERNATIONAL CONFERENCES PRESENTS

ARICMS 2020 BAKU

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BAKU, AZERBAIJAN

2ND – 3RD APRIL 2020

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- HUMANITIES

SUBMIT ABSTRACT

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6TH – 7TH APRIL 2020

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- ENGINEERING & COMPUTERS
- ART, DESIGN & ARCHITECTURE

SUBMIT ABSTRACT

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