

## **Skill Development workshop on The smart way to draft bibliometric articles and publish the same in Scopus Journals**

Resource Person: Prof. (Dr.) Preety Mulay, Associate Professor at Symbiosis Institute of Technology, SIU

Date: 20<sup>th</sup> to 22<sup>nd</sup> May 2021

### **Report:**

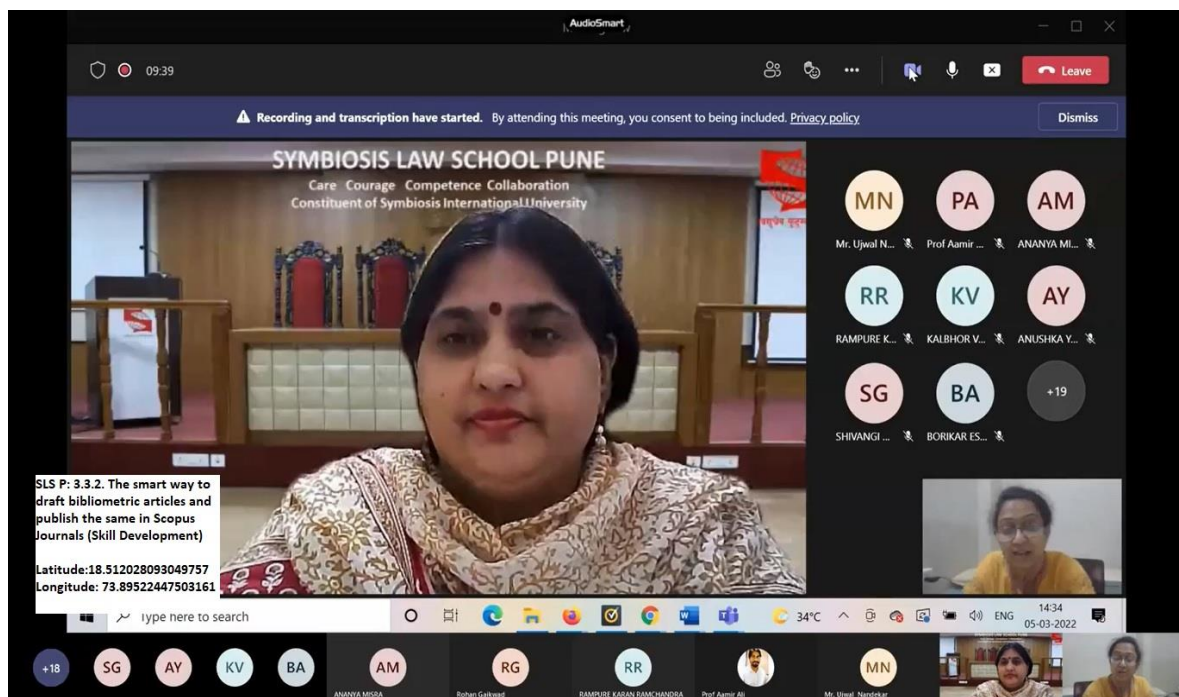
Symbiosis Law School, Pune organized a session for LLM students and faculty members for “The smart way to draft bibliometric articles and publish the same in Scopus Journals”. It was part and parcel of Advance Research Methods lecture series. The session was conducted by Dr. Preeti Muley, Associate Professor, Symbiosis Institute of Technology, Pune on 20<sup>th</sup> & 22<sup>nd</sup> May 2021. It is so complex and specialized that personal knowledge and experience are insufficient for understanding trends and then making decisions. We need tools for analysis of bibliometrics information to recognize the research trends and evaluate scientific/institution/country’s research productivity. The session attended by 120 participants including students and faculty members.

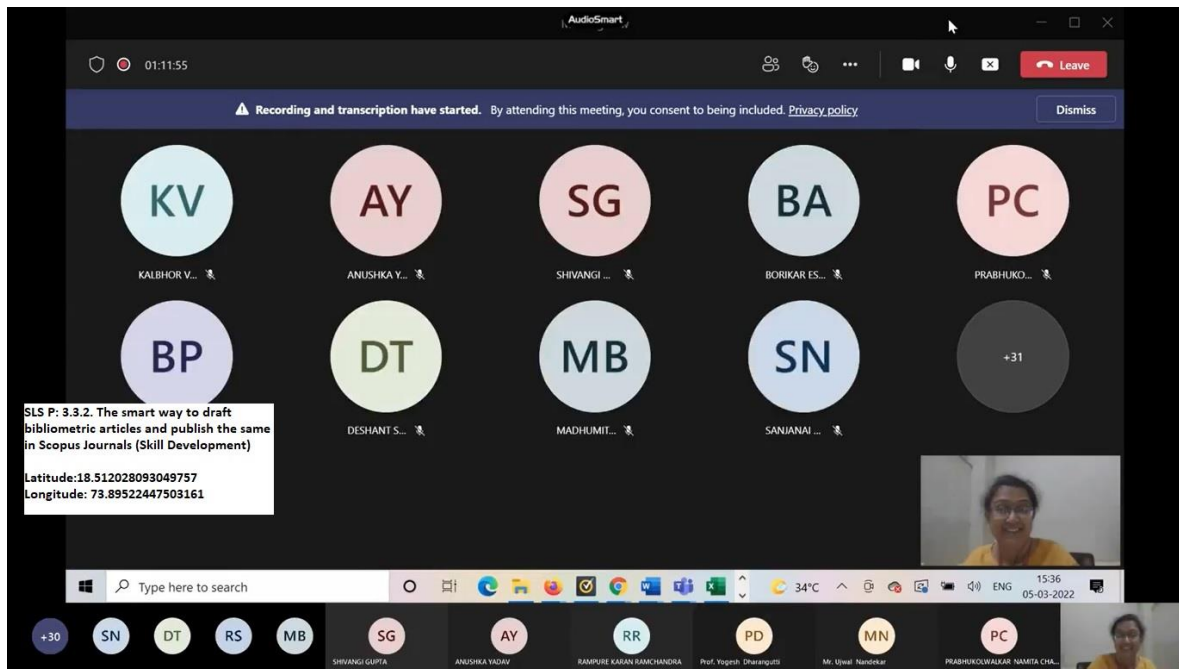
The session focused on a common and thorough method for discovering and analysing vast volumes of scientific data is bibliometric analysis. It allows us to unpack the evolutionary subtleties of a particular discipline while also offering insight on the field's burgeoning regions. However, its use in business research is still very young and, in many cases, inadequate. As a result, we want to provide an overview of bibliometric methodology, with a specific focus on its many methodologies, as well as step-by-step instructions that can be relied on to undertake bibliometric analysis rigorously and with confidence. We also discuss when and how to employ bibliometric analysis in comparison to other related techniques like meta-analysis and systematic literature reviews. Overall, this paper should be a good resource for learning about the various methodologies and procedures for doing bibliometric analysis research.

Meta-analysis, like bibliometric analysis, can handle large amounts of literature and provide a nuanced summary of a given field, though the literature considered is less diverse, and the heterogeneity of existing studies, as well as the presence of publication bias, can compromise the validity of meta-analysis results. Systematic literature reviews utilising traditional methods, on the other hand, necessitate a specific focus of inquiry and hence tend to include a smaller number of papers for review. In this regard, systematic literature reviews are more suited to constrained or specialist research fields (e.g., customer interaction on social media) (e.g., social media influencer marketing). Bibliometric analysis and meta-analysis, unlike systematic literature reviews that rely on qualitative procedures and may be tainted by interpretation bias from scholars from various academic backgrounds rely on quantitative techniques and can thus prevent or lessen that bias.

The event came to a close with a vote of gratitude from the Dr. Dhanaji Jadhav, Symbiosis Law School Pune.

### Geotagged Photographs:





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*Shashikala*  
**Director**  
Symbiosis Law School  
Pune - 411 014.