

Sarkina Bt Mat Saad @ Shaari

From: STML - Pusat Pengajian Pengurusan Teknologi & Logistik
Sent: Sunday, April 2, 2017 3:42 PM
To: UUM - All Staff
Subject: GETTING CASE STUDY PUBLISHED IN EMERALD WORKSHOP



Assalamualaikum & Salam Sejahtera

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
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STML ONLINE: To promote the quality of high impact case study writing among the lecturers and students, the Publications Committee, Training & Seminar Committee of the School of Technology Management and Logistics (STML) and RIMC took the initiative to hold a half-day workshop GUIDE TO GETTING CASE STUDY PUBLISHED IN EMERALD on March 28, 2017.

The workshop attended by 40 participants comprising lecturers and postgraduate students. The workshop conducted by a guest speaker, Mr. Ben Sng, a Senior Consultant of Emerald.

The purpose of this workshop is to give exposure and guidance to participants on how to write case study in a correct manner and identify potential articles to be submitted to refereed journals (ISI / Scopus) that parked under Emerald. Therefore, the expected output from this workshop can help lecturers and postgraduate students in producing quality case study articles and can improve the culture of writing cases.

End.



Pusat Pengajian Pengurusan Teknologi & Logistik (STML), Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Malaysia
Website: <http://stmlportal.net/> | Tel: +6049287001 | Fax: +6049287070 | Email: stmlnet@uum.edu.my |



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

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