



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Accredited by NAAC with 'A' Grade & NBA (Under Tier - I) An ISO

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Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

L.B. REDDY NAGAR, MYLAVARAM, KRISHNA DIST., A.P.-521 230.

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DEPARTMENT OF INFORMATION TECHNOLOGY

Report for One day Guest Lecture

on

“Publishing with Precision: Strategies for successful Journal Submission”

Event Type: A One day Guest Lecture

Date: 13th October

Time: 9:30 am to 4:00 pm

Mode: Offline

Organized by: Department of Information Technology

Resource Persons:

Dr. A.V.N Reddy
Associate Professor - VIT-AP

Convener: Dr D.Ratna Kishore, Professor, HOT-IT

Coordinators: Dr. K. Phaneendra, Assoc. Professor, Dept of IT

Mr. M.Vijay Kumar, Sr Asst Prof Dept of IT

Target Audience: VIII th sem IT

Total No of students: 138

1. Objectives of the Event

The objective of the guest lecture “**Publishing with Precision: Strategies for Successful Journal Submission**” was to enhance participants’ understanding of the research publication process and scientific writing standards. The session aimed to guide students and faculty in preparing well-structured research manuscripts and selecting suitable journals for publication. It also focused on creating awareness about publication ethics, plagiarism prevention, and citation practices. The lecture helped participants understand reviewer expectations and manuscript revision strategies.

Resource Persons:

- Dr. A.V.N Reddy
Associate Professor
VIT-AP.

Eligibility:

- All the IV-year students

Registration Particulars:

- Registration Fee: Free

Important Dates:

Last Date for Registration: 13/10/2025

Contact:

Mr. M.Vijay Kumar
Sr. Asst. Prof., Dept. of IT-LBRCE
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DIST., A.P.-521 230.

COMMITTEE MEMBERS

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Academics

Conveners:

Dr. D. Ratna Kishore, Professor &
HOD, Dept. of IT

Coordinators:

Dr. K. Phaneendra,
Assoc. Professor, Dept of IT

Mr. Vijay Kumar,
Sr Asst Prof., Dept of IT
Committee:

All the Faculty Members of Department of IT



ONE DAY GUEST LECTURER

in Association with
CSI-LBRCE Student Branch

on
“Publishing with Precision:
Strategies for successful Journal
Submission”

(13th October 2025)

Organized by
Department of
INFORMATION TECHNOLOGY



LBRCE was founded through Lakireddy Bali Reddy charitable trust in 1998, which stands for quality technical education which is exemplified by the continuous strides it has taken towards excellence in the last two decades. Started with an intake of 180 and now our intake is of 1164 Students. It has got Autonomous Status in the Year 2010 from UGC, which is extended for a period of 06 years in 2016. We were accredited with NAAC and NBA (ASE, CIVIL, CSE, IT, ECE, EEE & MECH) under Tier-1 valid up to 2021-22. The College has also been awarded 2(f) and 12(B) statuses, apart from the recognition as a 'College with Potential for Excellence (CPE)' from the UGC. We take pride to have large pool of well-qualified and experienced faculty.

About the Department:

The department of Information Technology was established in the year 1999 with an intake of 40 seats in UG program. Student intake is increased from 40 to 60 in the year of 2001, 120 students in the year 2019. It is the one of the most emerging programmes in LBRCE. Our department is intended to train the students in elementary courses and cutting-edge technologies like Cloud Computing, Android application, Big data, Digital marketing, Social networking and Digital communication for solving many social and business problems.

Vision of the Department:

To emerge as one of the most preferred departments for the budding engineers, aspiring to be successful IT professionals.

Mission of the Department:

- To impart quality education with a well designed curriculum, consistent with industry requirements, that equips the student to face the career challenges.
- To extend the student's learning beyond the curriculum, through workshops on cutting edge technologies.
- To strengthen creativity and team spirit of the students by providing a conducive environment, preparing them to face the challenges posed by the IT industry.
- To develop life-long learning, ethics, moral values and spirit of service so as to contribute to society through technology.

Program Educational Objectives (PEOs):

PEO1: Pursue a successful career in the area of Information Technology or its allied fields.

PEO2: Exhibit sound knowledge in the fundamentals of Information Technology and apply practical experience with programming techniques to solve real world problems.

PEO3: Demonstrate self-learning, life-long learning and work in teams on multidisciplinary projects.

PEO4: Understand the professional code of ethics and demonstrate ethical behaviour, effective communication, team work and leadership skills in their job.

Program Specific Outcomes (PSOs):

PSO1: Organize, Analyze and Interpret the data to extract meaningful conclusions.

PSO2: Design, Implement and Evaluate a computer-based system to meet desired needs.

PSO3: Develop IT application services with the help of different current engineering tools.

Key Takeaways:

- How to define a problem statement and research gap
- Tips for writing an effective literature review
- Designing methodology and experiments
- Presenting results and discussions
- How to avoid plagiarism
- Tools for referencing (Mendeley, Zotero)
- Tips for publishing in journals and conferences

Areas of Expertise:

- Academic Research & Scientific Writing
- Machine Learning & Data Science
- Research Methodology & Experimental Design
- Technical Paper Writing for IEEE, Springer, Elsevier Journals
- Project-to-Paper Conversion Techniques

About ACM-LBRCE Student Chapter:

ACM is to facilitate research, knowledge sharing, learning and career enhancement for all categories of IT Professionals, while simultaneously inspiring and nurturing new entrants into the industry and helping them to integrate into the IT community.

About The Guest Lecturer:

Dr AVN Reddy has guided numerous B.Tech, M.Tech, and Ph.D. students in areas such as machine learning, data analytics, and software engineering. His expertise includes research methodology, technical writing, experimental design, and scientific communication. As a reviewer for top-tier journals, he has deep insights into what makes a research paper strong, well structured, and publication-ready.

Objectives:

To equip engineering graduates with the essential knowledge and structured approach required to write a high-quality research paper for their academic project, by understanding how to define a research problem, review existing literature, design methodology, analyze results, and present findings using proper technical writing standards, formatting guidelines, and ethical research practices.

2. Outcome of the Event

The guest lecture enabled participants to gain a clear understanding of the complete journal publication process, from manuscript preparation to final submission. Students and faculty learned how to select appropriate journals, structure research papers effectively, and avoid common mistakes leading to rejection. The session improved awareness of ethical publishing practices, plagiarism policies, citation standards, and reviewer expectations. Participants developed confidence in preparing high-quality research manuscripts aligned with international publication standards. The lecture also motivated students to actively engage in research activities and aim for publications in reputed indexed journals.

3. Description of the Event

A guest lecture titled **“Publishing with Precision: Strategies for Successful Journal Submission”** was organized to guide students and faculty members on effective research publication practices. The session was delivered by **Dr. A.V.N Reddy**, Associate Professor at **VIT-AP**.

The speaker presented a comprehensive overview of the academic publishing ecosystem, including journal indexing systems, impact factors, manuscript structuring, and submission workflows. The lecture covered essential components of a research article such as abstract writing, literature review framing, methodology presentation, results interpretation, and conclusion drafting. Special emphasis was given to selecting suitable journals, understanding reviewer comments, and responding professionally during revision stages.

The session included practical insights, real-world examples, and interactive discussions, allowing participants to clarify doubts related to publication ethics, plagiarism checks, and predatory journals.





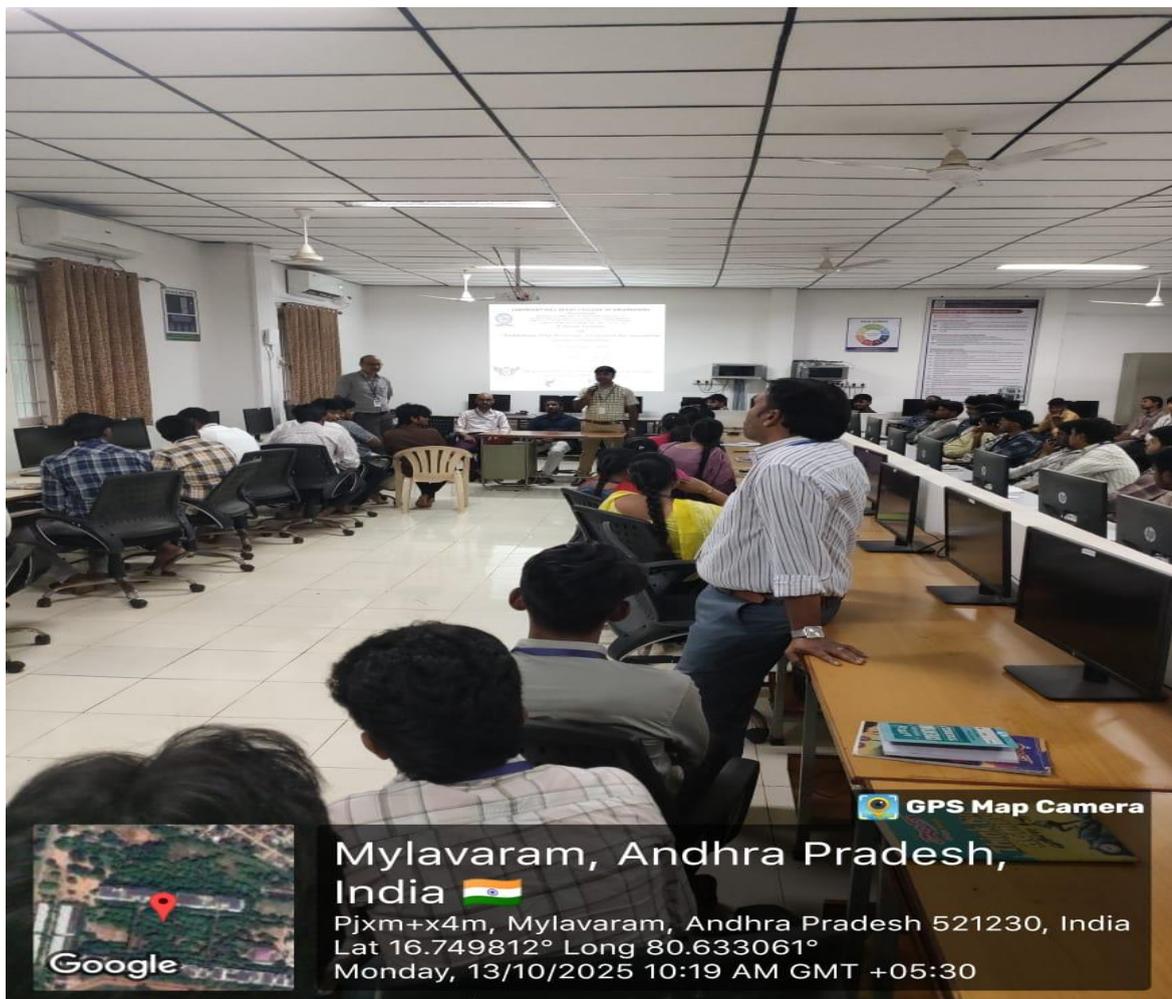
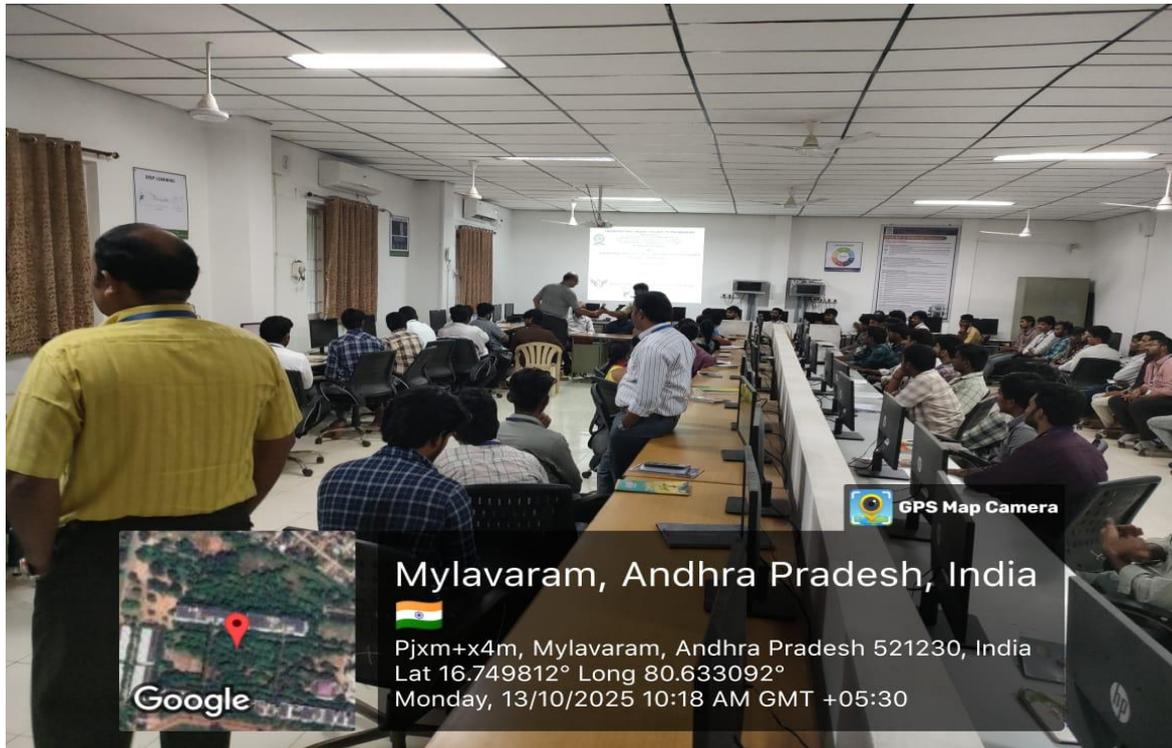
Mylavaram, Andhra Pradesh, India

L.b.reddy Nagar, Lbrce Mechanical Block, Mylavaram, Andhra Pradesh 521230, India
Lat 16.749018° Long 80.632404°
Monday, 13/10/2025 10:21 AM GMT +05:30



Mylavaram, Andhra Pradesh, India

Lbrce Mechanical Block, Mylavaram, Andhra Pradesh 521230, India
Lat 16.748865° Long 80.63217°
Monday, 13/10/2025 10:17 AM GMT +05:30



4. Impact Analysis

The event had a significant academic and research-oriented impact on participants:

- Enhanced understanding of research paper organization and scientific writing techniques.

- Increased awareness about reputable journals and indexing databases such as Scopus and SCI.
- Improved knowledge of ethical research practices and plagiarism avoidance.
- Encouraged students to pursue research projects with publication goals.
- Strengthened faculty and student readiness for national and international journal submissions.
- Helped participants understand reviewer expectations and manuscript improvement strategies.

Overall, the lecture contributed to strengthening the research culture within the institution.

5. **Feedback and Suggestions**

Feedback collected from participants indicated high satisfaction with the session. Key observations include:

- The lecture was informative, practical, and highly relevant for research scholars.
- Participants appreciated the clear explanation of journal selection strategies.
- Real examples and submission tips were considered very helpful.
- Students requested additional hands-on workshops on manuscript writing and referencing tools.

6. **Suggestions received:**

- Conduct follow-up sessions focusing on research proposal writing.
- Provide demonstrations on reference management software (Mendeley/Zotero).
- Include case studies of successful journal publications.

7. **Suggestions for Future Events**

- Organize advanced workshops on scientific writing and proofreading techniques.
- Conduct hands-on training sessions for journal submission portals.
- Arrange sessions on research funding proposal preparation.
- Invite journal editors or reviewers to share peer-review perspectives.
- Provide practical exercises where participants draft sections of research papers.

8. **Conclusion**

The guest lecture “**Publishing with Precision: Strategies for Successful Journal Submission**” was highly beneficial in enhancing participants’ knowledge of academic publishing and research communication. The expert guidance provided by Dr. A.V.N Reddy equipped attendees with essential skills required for preparing and submitting quality research manuscripts. The session successfully bridged the gap between research work and publication standards, inspiring students and faculty to contribute actively to scholarly research. Such initiatives play a vital role in promoting academic excellence and strengthening institutional research output.