



**Bharathiar School of Management and
Entrepreneur Development**
BHARATHIAR UNIVERSITY
COIMBATORE, TAMILNADU, INDIA.



SEVEN DAYS ONLINE
FACULTY DEVELOPMENT PROGRAM (FDP) ON
RESEARCH METHODOLOGY:
DATA ANALYSIS, REPORTING &
PUBLICATION PERSPECTIVES

20th to 26th July 2020





ABOUT THE UNIVERSITY

Bharathiar University named after the great national poet Subramania Bharathi enshrined with the motto “Educate to Elevate” was established in the year 1982. The University is situated at the backdrop of Maruthamalai Hills in the Western Ghats range, in a sprawling campus of 1000 acres of land, in the city of Coimbatore. It is the aim of the University to participate in the task of inculcating necessary Knowledge, Skills and Creative Attitudes and values among the youth of the country to contribute more effectively towards establishing an equitable social and economic and secular ideal of our nation. The vision of the university is to provide internationally comparable quality higher education to the entrants. The University has been ranked 14th among the Indian Universities, 21st in the Overall category by NIRF 2019, MHRD. The University opted for a evaluation by the National Assessment and Accreditation Council (NAAC) of the University Grants Commission. The NAAC awarded “A” grade and in the year 2016 upto 2021. The University has been adjudged as the Fifth State Run Universities in India by the Sunday Indian 2011. The University has been ranked amongst top 50 Universities in India and placed at 32 and 33 in the surveys conducted by the popular English magazines India Today and The Week in 2013 respectively. In 2014, the University was ranked 29th position by India Today.

ABOUT BSMED

Bharathiar School of Management and Entrepreneur Development (BSMED) was established in the year 1984 to impart value based education in the field of management with the aim of creating global leaders and entrepreneurs. The MBA Programme offered by BSMED is structured to fulfill the demands of the corporate sector and also caters to the needs of the society. Through the flagship event “AXIS”, BSMED integrates academia, industry and alumni. Apart from academic training and practices, social values are inculcated within the students through various activities. BSMED has the pride of being the only B- school in India invited to participate in the Global start up program in the year 2004 at National University, Singapore, along with business schools from Harvard, Columbia, Stanford, California, Rotterdam. In the year 2009 BSMED celebrated its 25th year of Excellence. The School had a grand carnival of the Silver Jubilee with the august presence of eminent personalities like Shri Kishore Biyani, Chairman Futures Group and Shri Sainath Radhakrishnan, Director, RBS Group, India. BSMED is the only B- School in India to secure membership in the “Alliance on Business Education and Scholarship for Tomorrow”, the 21st century organization (ABEST 21), Tokyo, Japan.



OBJECTIVE OF THE PROGRAMME

Research is a scientific and systematic process of new findings and solutions to problems. It involves skills and efforts that are systematically acquired through various ways and means. Faculty Development Programmes are one of such platforms to disseminate the latest and advanced techniques of conducting researches. This FDP is focusing on research methodology, particularly data analysis, interpretation and publication of articles in top tier journals. Academic writing is a must skill for both qualitative and quantitative research. It deals with the theories and causes of a given topic, as well as explores alternative explanations for these theories or events. Qualitative research, Meta-analysis, bibliometric analysis need to be learnt systematically. There is a need for academicians to have a clear understanding of the writing styles, common mistakes, techniques of writing good quality review papers as well as follow publication ethics. Theory development is the basic foundation of all social science research. Although making a significant theoretical contribution is one of the most challenging tasks. It also requires thorough knowledge about relevant theories and their implications. The theoretical contributions at doctoral level research can be made by adopting advanced data analysis techniques, specifically moderation and mediation. In recent times, publishing in top tier journals requires combining moderation with mediation and mediation with moderation. This FDP aims to impart detailed understanding about theory testing and development, advanced data analysis tools, articles writing skills for publications in top tier journals.

EXPECTED OUTCOME

In the competitive scenario and new emerging trends, exposure to the various facets of Research Methodology and Academic Writing is bound to have a positive impact on the overall teaching as well as research output of the Universities and colleges. At the end of this FDP, the participants will get exposure to the qualitative research, Meta-analysis, recent advancements related to SEM, mediation and moderation analysis. Further, the participants will be able to develop and test the theoretical models using the advanced approaches covered in this workshop & to learn the requisites to publications of their work in high-quality journals.

REGISTRATION DETAILS

Faculty Development Program Fee

Indian Participants : Rs. 500
Other SAARC Country Participants : USD 30
Other International Participants/NRI : USD 50

(e-Certificate will be provided to the registered participants attending all 7 days sessions only).

Payment Mode: Through Net banking

BANK: Bank of India

BRANCH: Bharathiar University

ACCOUNT NO: 822610110005019

IFSC Code: BKID0008226

Account Name : The Director, BSMED Seminar & Conference

Registration Link

Use the following link to register :

<https://forms.gle/KmZ8TQMzebztSk4T6>

The seats are limited on First-Come First-Served basis.

FOR ANY FURTHER QUERY KINDLY CONTACT THE ORGANISER

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ONLINE FACULTY DEVELOPMENT PROGRAM SCHEDULE

Day	Time	SCHEDULE	
Day 1 20.07.2020	09.30-09.45	Welcome Address	Dr. N. Uma Devi, Assistant Professor, BSMED, FDP organiser, Bharathiar University.
	09.45-10.00	Presidential Address	Prof - Dr. P. Kaliraj, Vice-Chancellor, FDP Chief Patron, Bharathiar University.
	10.00 - 10.15	Inaugural Address & Overview of FDP	Prof - Dr. Rupa Gunaseelan, Director, BSMED, FDP Chairman, Bharathiar University.
	10.15-11.00	Keynote Address 'Do's of Quality Research & Publication: Insights from Expert.'	Prof - Dr. Angappa Gunasekaran, Dean and Professor, School of Business and Public Administration, California State University, USA.
	11.00-11.45	Special Address 'Research and constant professional development.'	Prof - Dr. Ravinder Rena Professor, NWU Business School North-West University, South Africa.
	11.45-12.00	Vote of thanks and general instructions.	
	02.00-04.00	Scale Validation, Structural Equation Modelling (AMOS) and Reporting.	Dr. Harindranath R M., Faculty Member, Great lakes Institute Management, Tamil Nadu, India.
Day 2 21.07.2020	10.00-12.00	Writing good quality review papers	Dr. Manisha Sharma, Faculty Member, School of Management, Gautam Buddha University Uttar Pradesh, India.
	02.00-04.00	Meta-Analysis	
Day 3 22.07.2020	10.00-12.00	Qualitative methods in research	
	02.00-04.00	Quantitative methods in research	
Day 4 23.07.2020	10.00-12.00	Model building & Hypotheses development	Dr. Nimitha Aboobaker, Faculty Member, DDU KAUSHAL Kendra, Cochin University of Science and Technology, Kerala, India.
	02.00-04.00	Mediation analysis using PROCESS	
Day 5 24.07.2020	10.00-12.00	Moderation analysis using PROCESS	
	02.00-04.00	Conditional Process Analysis – Moderated mediation and Mediated moderation	
Day 6 25.07.2020	10.00-12.00	Systematic review of literature & Bibliometric Analysis	Dr. Abhishek Behl Adjunct Professor (Analytics), Symbiosis Centre for Management and Human Resource Development, Researcher, Indian Institute of Technology (IIT) Bombay, Maharashtra, India.
	02.00-04.00	Theoretical foundations of research: Building the blueprints	
Day 7 26.07.2020	10.00-12.00	Research design & its importance	
	02.00-04.00	Choosing a journal for your submission & Review process: A editor's perspective.	

BRIEF INTRODUCTION ABOUT SPEAKERS & RESOURCE PERSONS



Dr. Angappa Gunasekaran is the Dean and Professor at the School of Business & Public Administration, California State University, Bakersfield, USA. Prior to this, he served as Dean of the Charlton College of Business from 2013 to 2017, Chairperson of the Department of Decision and Information Sciences from 2006-2012, and the founding Director of Business Innovation Research Center (BIRC) from 2006 to 2017 at the University of Massachusetts Dartmouth. He has over 300 articles published in peer-reviewed journals. He has presented about 50 papers, published 50 articles in conferences, and given a number of invited talks in many countries. He has 44642 citations in google scholar till June 2020. He is on the editorial board of several journals. He has organized several international workshops and conferences in the emerging areas of operations management and information systems.



Dr. Ravinder Rena is currently working as Professor of Economics and Internationalization Project Leader at the NWU Business School, North-West University, South Africa. He also serves as an Adjunct Professor of Economics for Master's and Doctorate Programmes at Monarch Business School, Monarch University, Switzerland. He got the prestigious Award of the Best Researcher 2011 from Namibia University of Science and Technology and also the recipient of the esteemed Award -Man of the Year 2012 which was bestowed upon him by the American Biographic Institute (ABI), USA. He has written 10 books and published more than 120 articles in reputed National and International peer-reviewed Journals. He serves as an Editorial Board Member for many reputed Journals. He has been a Keynote Speaker for various national and international conferences in Europe, America, Africa and Asian continents. As of December 2019, his author Rank is 5,399 out of 438,702 of Social Science Research Network (SSRN), USA in which he is among the top 1.3% researchers in the world.



Dr. Harindranath is faculty at Great Lakes Institute of Management, Chennai. He has a mix of industry and academic experience. He worked as a business manager in German Remedies Ltd. and then moved to academics. He completed his PhD from college of Engineering from Anna University. He has an experience of teaching at business school and Anna University MBA students. He has conducted over 25 faculty development programs (FDPs) and corporate consultancies. His area of expertise is personal selling and sales management, market research, quantitative methods. He is an avid researcher with his publications in ABDC: A, B, C category.



Dr. Nimitha Aboobaker is a faculty at the School of Management Studies and DDU KAUSHAL Kendra, Cochin University of Science and Technology, Kerala, India. She has published research papers in several Scopus and ABDC-listed journals including the International Journal of Educational Management, Development and Learning in Organizations, Global Business Review, Journal of Applied Research in Higher Education, International Journal of Intelligent Enterprise, and Journal of Asia Business Studies. She had presented her doctoral work at COSMAR, IISc, Bangalore, and has many book chapters to her credit and has co-authored and edited several books. She is a reviewer at the International Journal of Contemporary Hospitality Management (ABDC- A journal) and Journal of Management Development (ABDC- C journal) and Journal of Applied Research in Higher Education (Scopus). She has been a resource person to several workshops and faculty development programs on Research Methodology and Data Analysis using IBM AMOS and has trained over a hundred national and international participants. Recently, from over 673 research papers, she won the Best Paper Award sponsored by Business Perspectives and Research (Sage Publications), at the 6th Biennial Indian Academy of Management Conference, organized by IIM Trichy (2020).



Dr. Manisha Sharma is a faculty member in the Area of Operations & Decision Sciences at School of Management, Gautam Buddha University (GBU), Greater Noida, INDIA. She has a rich experience of 20 years by being associated with the reputed academic institutions such as IIM Ahmedabad; SLIMS, Ahmedabad and Jaipuria Institute of Management, Noida earlier. She is an avid researcher with her publications in ABDC: A*, A, B, C category. She is a well-known trainer of Research Methodology and Advanced Statistical Analysis and conducts yearly workshops on research methodology at GBU. Her research areas are: Business Analytics, Supply Chain Analytics and Mobile Applications.



Dr. Abhishek Behl is an accomplished researcher in the area of analytics. He has submitted his thesis for his second Ph.D at Indian Institute of Technology, Bombay where his research is in the area of crowdfunding and gamification. He holds a rich experience of teaching, research and consultancy. He has taught subjects like Marketing Analytics; Digital Marketing; Marketing Research at colleges like SCMHRD; SP Jain etc. He has also served as a Senior Manager- Research at Centre for Innovation Incubation and Entrepreneurship, IIM Ahmedabad. His research is in the area of business analytics and decision sciences with a focus on gamification, stakeholder engagement, sustainability, and e-commerce start-ups. He features on the editorial board of many journals like Journal of Global Information Management (ABDC:A); Journal of Global Marketing (ABDC:B); Journal of Electronic Commerce in Organization (ABDC:B). He regularly reviews articles for high impact journals like IJIM, JBR, AOR, JHLSCM, BIJ etc. He has edited two books and is editing a couple of Special Issues in journal of international repute. He has published in journals like Annals of Operations Research; Journal of Business Research; International Journal of Information Management; Information Systems and e-Business Management; Benchmarking etc. He has also won research grants from NASMEI and Emerald Publishers for research proposals in the area of information technology and its application in stakeholder engagement. He has presented his research work in reputable international forums like The World Bank; United Nations University; Decision Science Institute etc. He was also a visiting scholar at South University of Science and Technology, China in 2018. He has been a resource person to various Management Development Programs for companies like Wipro; Godrej; Tata Motors; CEAT Tyres etc. He is a certified trainer for Google Analytics and has offered training to more than 10 international organizations like LinkedIn; Air Liquide; Conde Nast; Bio-Rad. His area of research and teaching is along with the interface of business analytics and decision sciences for new business ventures through gamification.

FDP ORGANISING COMMITTEE

Chief Patron

Honorable Dr. Prof. Kaliraj, Vice-Chancellor, Bharathiar University.

Chairman

Dr. Prof. Rupa Gunaseelan , Director i/c, BSMED, Bharathiar University.

Organiser :

Dr. N Uma Devi, Assistant Professor, BSMED, Bharathiar University.

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Dr. V. Ramanujam, Associate Professor, BSMED.

Dr. G. Sridharan, Associate Professor, BSMED.

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