

FACULTY DEVELOPMENT PROGRAMME

ON

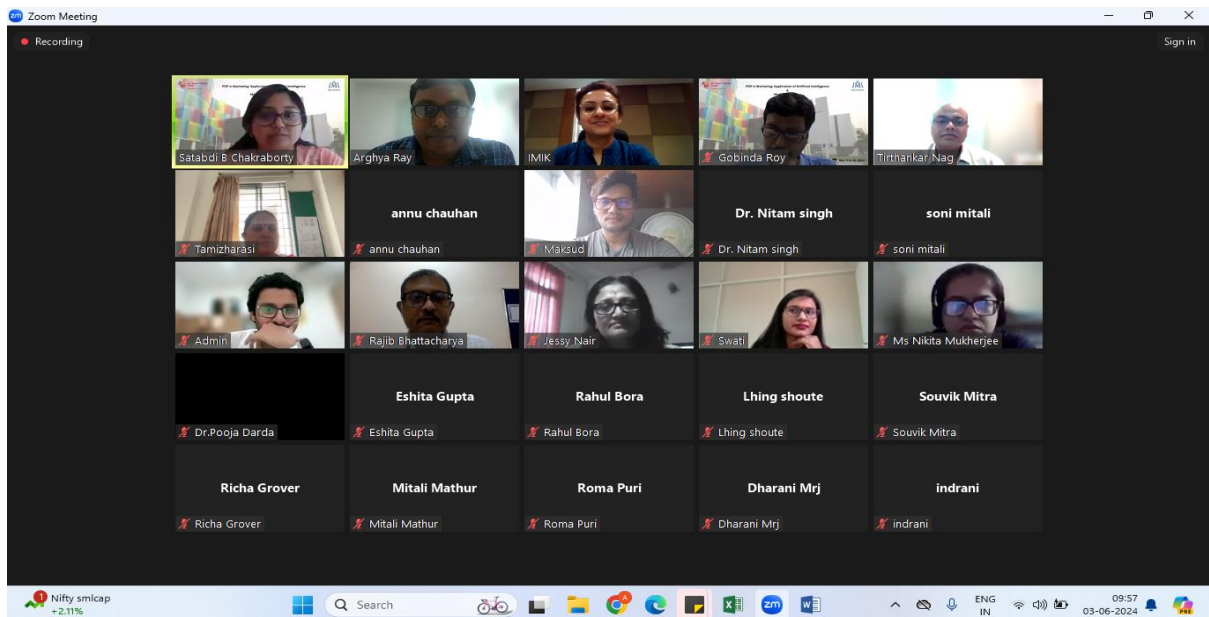
Tools and techniques for high impact journal publication (Part I)

in collaboration with

Centre of Applied Blockchain and Digital Transformation

&

Internal Quality Assurance Cell (IQAC)



Programme Details:

Date: 3rd to 7th June 2024

Mode: Online

Program Director/s:

1. Dr. Arghya Ray
2. Dr. Gobinda Roy
3. Dr. Arunava Bandyopadhyay

Resource Persons:

1. Dr. Arghya Ray (IMI-Kolkata, India)
2. Dr. Gobinda Roy (IMI-Kolkata, India)
3. Dr. Arunava Bandyopadhyay (IMI-Kolkata, India)
4. Dr. Tirthankar Nag (IMI-Kolkata, India)
5. Dr. Rituparna Basu (IMI-Kolkata, India)
6. Dr. Vinaytosh Mishra (Thumbay Institute for AI in Healthcare, Gulf Medical University, Ajman, UAE)
7. Dr. Dhaval Maheta (Veer Narmad South Gujarat University, India)
8. Dr. Lan Ma (Sunway University, Malaysia)

Program Co-ordinator: Ms. Satabdi B. Chakraborty

Panel Discussion Experts:

1. Dr. Tirthankar Nag
2. Dr. Rituparna Basu
3. Dr. Himadri Roy Choudhury

**TOOLS AND TECHNIQUES FOR
HIGH IMPACT JOURNAL PUBLICATION (PART I)**

5 DAYS ONLINE FACULTY DEVELOPMENT PROGRAM

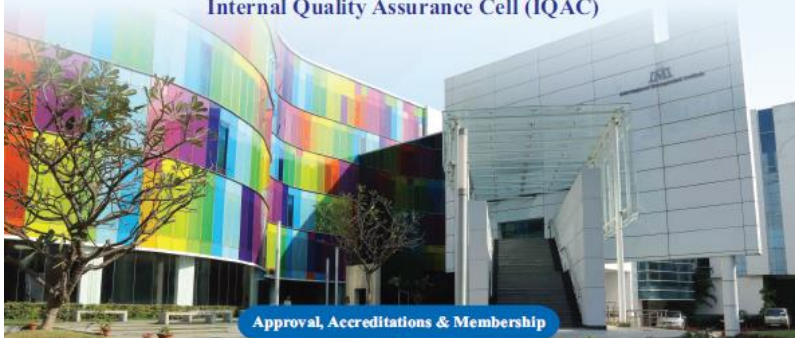
3rd to 7th June 2024

Organised by:

International Management Institute Kolkata

in collaboration with

**Centre of Applied Blockchain and Digital Transformation
&
Internal Quality Assurance Cell (IQAC)**



Approval, Accreditations & Membership



About the Program

The FDP aims to provide a detailed discussion on the different tools and techniques that can be used for impactful academic publications. The workshop will provide a hands-on experience on the different tools that can be used for mixed-method approaches like, NVivo, SMART PLS, VOS Viewer, etc. The FDP will also help the participants understand how to write the results and discussion and also how to structure both qualitative and quantitative papers.

Topics to be Covered

Day 1 (Qualitative Research)

Widely used qualitative techniques
Data Analysis using NVivo and AI tools integration
Reporting results, reliability and validity checks

Day 2 & 3 (Quantitative Research)

Framing the conceptual model, questionnaire design, hypotheses formulation
Different data checks/issues
CBSEM vs VBSEM
Data analysis using Smart PLS
Reflective vs formative constructs
Moderation, mediation and multigroup analysis using SMART PLS
Experimental Research Design
Econometrics for research

Day 4 (Analysis of Literature)

Need for proper literature review
How to perform a systematic literature review?
Bibliometric Analysis using VOS viewer and Gephi

Day 5 (Publishing Strategies)

Analyzing Higher order constructs using SMART PLS
Solving the dilemma: Which method to opt for?
Strategies to publish a case-based research
Panel Discussion: What do EICs look for in a research article?

Resource Persons:



Dr. Arghya Ray
Assistant Professor - Management Information Systems and Analytics



Dr. Gobinda Roy
Assistant Professor - Marketing



Dr. Arunava Bandyopadhyay
Assistant Professor - Finance



Dr. Tirthankar Nag
Professor - Strategy, Innovation and Entrepreneurship; Dean (Research & International Relations), IMI-K
EIC, Journal of Operations & Strategic Planning



Dr. Rituparna Basu
Professor - Marketing, IMI-K
EIC, IMI Connect



Dr. Dhaval Maheta
Professor, Veer Narmad South Gujarat University



Dr. Vinaytosh Mishra
Director of Thumbay Institute for AI in Healthcare, Gulf Medical University, Ajman, UAE



Dr. Lan Ma
Lecturer Department of Marketing Strategy & Innovation, Sunway University

Intended Participants:

1. Faculty members
2. Doctoral students
3. Industry Practitioners

Program Directors:



Dr. Arghya Ray
Assistant Professor - MIS and Analytics
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Dr. Gobinda Roy
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Dr. Arunava Bandyopadhyay
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(P) +91 8420049629

Program Coordinator:

Satabdi B. Chakraborty
(E) sb.chakraborty@imi-k.edu.in



Fees and Registration:

We invite faculty members, doctoral students and business professionals to attend this FDP. The applicants willing to participate shall apply online. Register Here: <https://rzp.io/UZBZkX0wYqI>
The last date for application submission is 1st June 2024.

Category (All non-residential) Indian

Rs. 1700/- for Doctoral Scholars
Rs. 2500/- for Faculty Members
Rs. 4200/- for Corporate/Business Professionals

Category (All non-residential) Foreign

\$ 20 for Doctoral Scholars
\$ 30 for Faculty Members
\$ 40 for Corporate/ Business Professionals

Important Dates:

FDP Starts on: 3rd June 2024
Timing: 10:00 AM-3:00 PM everyday
Last Date of Application: 1st June, 2024



2/4 C, Judges Court Road,
Alipore, Kolkata 700027
www.imi-k.edu.in



SCAN TO REGISTER

Program Schedule:

Day 1 (3rd June 2024): (Monday) (Qualitative Research)		Resource Person
9:45 am – 10:00 am	Welcome address and Introduction to FDP	
10:00 am – 11:00 am	Widely used qualitative techniques and how to plan a research paper	Dr. Vinaytosh Mishra
11:00 am – 11:10 am	Break	
11:10 am – 12:10 pm	Qualitative Data Analysis using NVivo and AI tools integration – I	Dr. Dhaval Maheta
12:10 pm – 12:20 pm	Break	
12:30 pm – 1:30 pm	Qualitative Data Analysis using NVivo and AI tools integration – II	Dr. Dhaval Maheta
1:30 pm – 2:00 pm	Lunch Break	
2:00 pm – 3:00 pm	Qualitative research: reporting results, reliability and validity checks	Dr. Gobinda Roy
Day 2 (4th June 2024): (Tuesday) (Quantitative Research - I)		
10:00 am – 11:00 am	Planning a quantitative research paper. (framing the conceptual model, questionnaire design, hypotheses formulation) CB SEM vs VB SEM.	Dr. Gobinda Roy
11:00 am – 11:10 am	Break	
11:10 am – 12:10 pm	How to focus on research methodology and the different data checks/issues (common method bias, normality check, etc.)	Dr. Gobinda Roy
12:10 pm – 12:20 pm	Break	
12:30 pm – 1:30 pm	Quantitative data analysis using Smart PLS . Reflective and formative constructs. How to report the results in a paper?	Dr. Arghya Ray
1:30 pm – 2:00 pm	Lunch Break	
2:00 pm – 3:00 pm	Moderation effect using SMART PLS	Dr. Arghya Ray
Day 3 (5th June 2024): (Wednesday) (Quantitative Research - II)		
10:00 am – 11:00 am	Mediation effect using SMART PLS	Dr. Arghya Ray
11:00 am – 11:10 am	Break	
11:10 am – 12:10 pm	Multigroup Analysis using SMART PLS	Dr. Arghya Ray
12:10 pm – 12:20 pm	Break	
12:30 pm – 1:30 pm	Experimental Research Design and how to analyze the results.	Dr. Lan Ma

1:30 pm – 2:00 pm	Lunch Break	
2:00 pm – 3:00 pm	Econometrics for research and how to report the results.	Dr. Arunava Bandyopadhyay
Day 4 (6th June 2024): (Thursday) (Analysis of Literature)		
10:00 am – 11:00 am	Why is a proper literature review important in research papers?	Dr. Tirthankar Nag
11:00 am – 11:10 am	Break	
11:10 am – 12:10 pm	How to perform a systematic literature review?	Dr. Rituparna Basu
12:10 pm – 12:20 pm	Break	
12:30 pm – 1:30 pm	Bibliometric Analysis using VOSviewer, Gephi	Dr. Arunava Bandyopadhyay
1:30 pm – 2:00 pm	Lunch Break	
2:00 pm – 3:00 pm	Bibliometric Analysis using VOSviewer, Gephi	Dr. Arunava Bandyopadhyay
Day 5 (7th June 2024): (Friday) (Publishing Strategies)		
10:00 am – 11:00 am	Including higher order constructs. Demonstration using SMART PLS	Dr. Arghya Ray
11:00 am – 11:10 am	Break	
11:10 am – 12:10 pm	Solving the dilemma: Which method to opt for?	Dr. Gobinda Roy
12:10 pm – 12:20 pm	Break	
12:30 pm – 1:30 pm	Strategies to publish a case-based research	Dr. Rituparna Basu
1:30 pm – 2:00 pm	Lunch Break	
2:00 pm – 2:45 pm	Panel Discussion: What do EICs look for in a research article?	Dr. Tirthankar Nag, Dr. Rituparna Basu, Dr. Himadri Roy Chowdhuri Moderator: Dr. Gobinda Roy
2:45 pm – 3:00 pm	Valedictory and Q&A session	

Participant Statistics:

Total Number of Participants: 42

Faculty: 12

Scholars: 30

Participation from Prominent Institutes:
University of Bolton, UK
Indian Institute of Foreign Trade
Indian Institute of Technology Roorkee
IIM Ranchi
IIT Hyderabad
NATIONAL INSTITUTE OF TECHNOLOGY, DURGAPUR
National institute of technology, Kurukshetra
National Institute of Technology, Rourkela
BITS Pilani
Birla Institute of Technology Mesra (Lalpur Campus)
T A Pai Management Institute, Manipal Academy of Higher Education, Manipal
Faculty of management studies (FMS), University of Delhi
Lal bahadur shastri institute of management
MDI Murshidabad
University of Calcutta
University of Delhi
University of Lucknow
Shri Ram College of Commerce
Jaipuria Institute of management
NICMAR University, Pune
Sharda University

Participants are from India and UK.

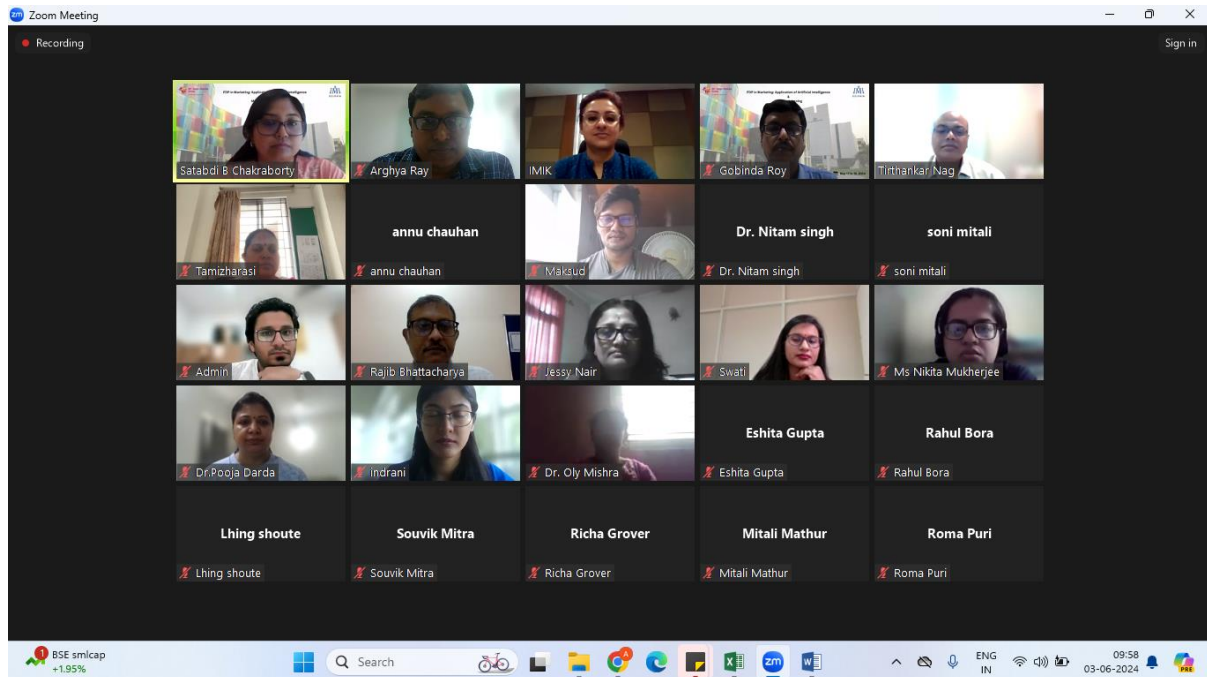
Major states in India from where the participants belong:

West Bengal	Jharkhand	Rajasthan
Telangana	Delhi	Uttar Pradesh
Haryana	Andhra Pradesh	Uttarakhand
Madhya Pradesh	Mizoram	Odisha
Maharastra	Pondicherry	Karnataka

Session Wise Details:

Day 1:

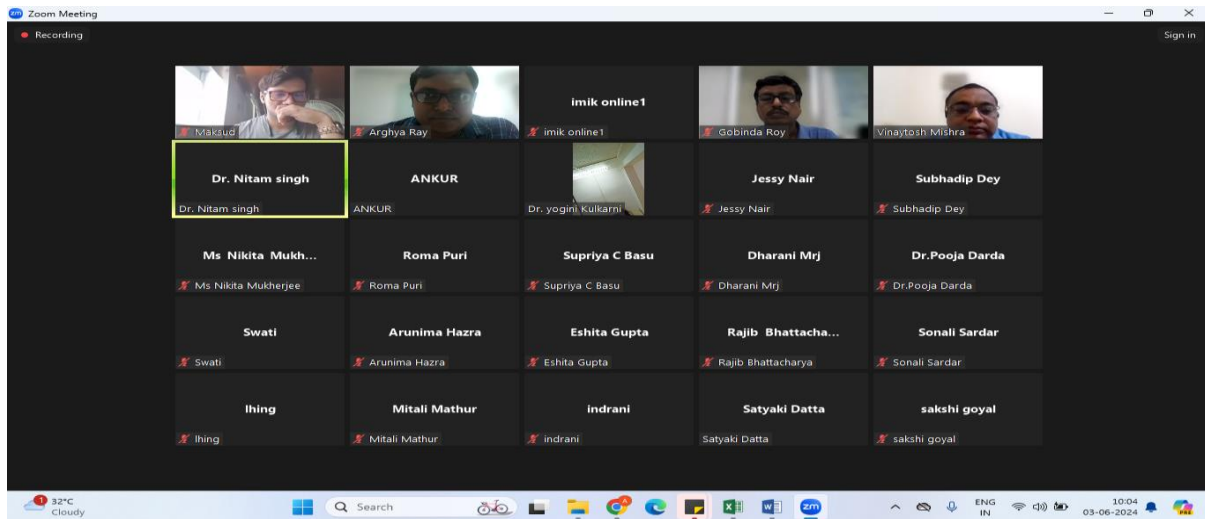
Inauguration Session:



The online inauguration session was graced by the presence of Director of IMI Kolkata, Dr. Mohua Banerjee, Dean Research IMI Kolkata, Dr. Tirthankar Nag and program directors Dr. Arghya Ray, Dr. Gobinda Roy, and Dr. Arunava Bandyopadhyay along with other faculty members of IMI Kolkata and participants of the FDP. Dr. Banerjee delivered the Welcome Address to the participants in followed by an online group photo session in the zoom platform.

Session 1: Widely used qualitative techniques and how to plan a research paper

Dr. Vinaytosh Mishra provided an overview of the various qualitative techniques that are widely used and what journals look for nowadays in qualitative based papers.



Session 2 and 3: Qualitative Data Analysis using NVivo and AI tools integration – I

Dr. Dhaval Maheta provided an overview of the qualitative data analysis using tools like NVivo and Atlas. The participants used two datasets and performed the analysis using the tools.

Genesis of Qualitative Data Analysis

4. Grounded Theory Development: In the 1960s, sociologists Barney Glaser and Anselm Strauss introduced the grounded theory method, which involved generating theories from qualitative data. This approach aimed to develop theories grounded in empirical data collected through systematic coding and analysis.

Traditional

```

    graph LR
      A[Read literature] --> B[Formulate hypothesis]
      B --> C[Collect data]
      C --> D[Test hypotheses with data]
      D --> E[ ]
  
```

Grounded theory

```

    graph LR
      A[Collect data] --> B[Analyze data]
      B --> C[Develop substantive theories]
      C --> D[Read literature to explain findings]
      D --> E[ ]
  
```

Participants (23)

- AR Arghya Ray (Host, me)
- DD Dr. Dhaval Maheta
- IO imik online (Co-host)
- A ANKUR
- AB Arunava Bandyopadhyay

Qualitative Data Analysis using NVivo and ...

Participant 2.docx

The screenshot shows a Zoom meeting window with a document manager interface. The document manager displays a list of documents with columns for ID, Name, Media Type, Location, and Groups. Below the list is a bar chart titled "Code Distribution across Documents" showing the frequency of various codes across different documents. The Zoom interface includes a top bar with participant names (imik online, pooja verma, Souvik Sir, Dr. Dhaval Maheta), a toolbar with options like Unmute, Start Video, Security, Participants, Share Screen, Reactions, Whiteboards, Notes, and More, and a bottom status bar showing the temperature (34°C) and date (03-06-2024).

Session 4: Qualitative research: reporting results, reliability and validity checks

Dr. Gobinda Roy gave a detailed overview of qualitative research and how to report the results. He also stressed upon some key points which reviewers look into when reviewing qualitative papers. He touched upon how reliability and validity checks are important.

The screenshot shows a Zoom meeting window displaying a presentation slide. The slide is titled "Content" and lists 8 points related to qualitative research. The Zoom interface includes a top bar with recording status, a toolbar with options like Unmute, Stop Video, Security, Participants, Chat, Share Screen, Pause/stop recording, Breakout Rooms, Reactions, Apps, Whiteboards, Notes, and Leave, and a bottom status bar showing the number of participants (32) and date (03-06-2024).

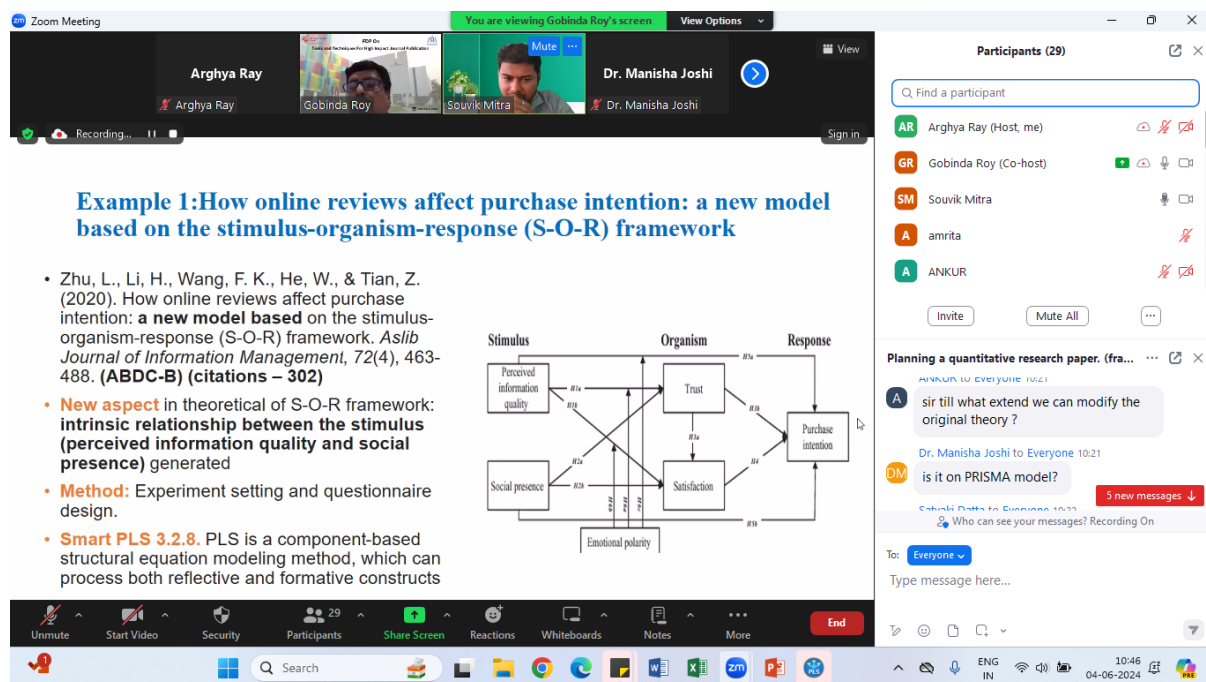
Content

- 1. Qualitative Research Approaches – Three ways
- 2. The Exploratory Approach
- 3. The Clinical Approach
- 4. The Phenomenological Approach
- 5. Analysis and reporting of Qualitative analysis
- 6. Reliability and validity of the content analysis
- 7. Examples with journal studies
- 8. References

Day 2:

Session 5: Planning a quantitative research paper. (framing the conceptual model, questionnaire design, hypotheses formulation) CB SEM vs VB SEM.

Dr. Gobinda Roy stressed upon the steps involved in the planning and implementation of a quantitative based research paper. He also briefly talked about the basic differences between CB SEM and VB SEM and which one to opt for.



Example 1: How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework

- Zhu, L., Li, H., Wang, F. K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*, 72(4), 463-488. (ABDC-B) (citations – 302)
- New aspect** in theoretical of S-O-R framework: **intrinsic relationship between the stimulus (perceived information quality and social presence) generated**
- Method:** Experiment setting and questionnaire design.
- Smart PLS 3.2.8.** PLS is a component-based structural equation modeling method, which can process both reflective and formative constructs

The diagram illustrates the Stimulus-Organism-Response (S-O-R) framework. Stimulus (Perceived information quality and Social presence) leads to Organism (Trust and Satisfaction), which leads to Response (Purchase intention). Emotional polarity is shown as a mediating factor between Organism and Response.

Chat messages:

- ANKUR TO EVERYONE 10:21: sir till what extend we can modify the original theory?
- Dr. Manisha Joshi to Everyone 10:21: is it on PRISMA model?
- 5 new messages

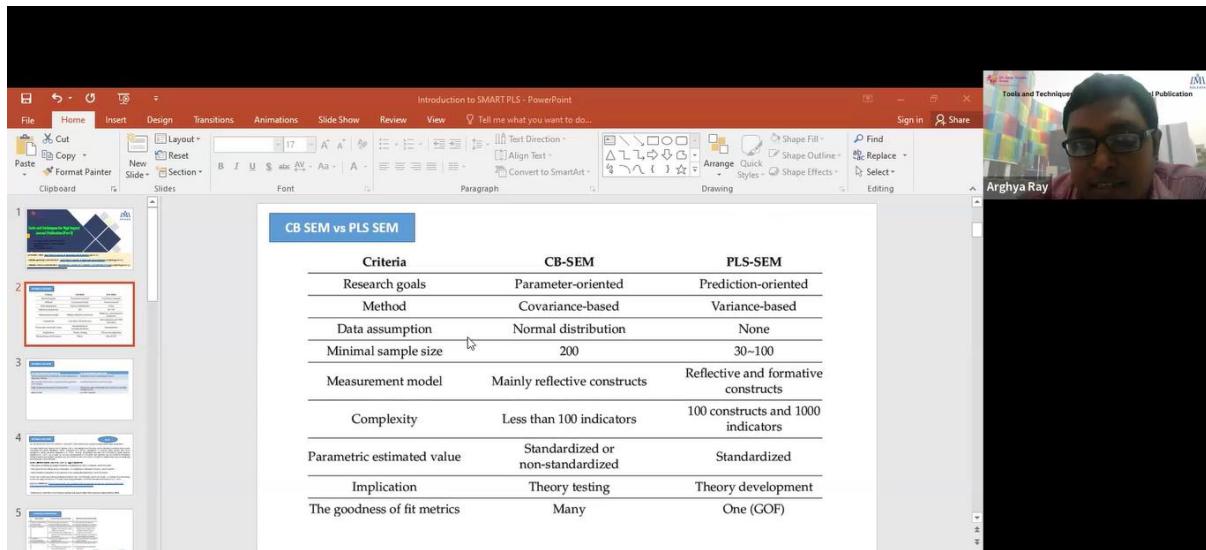
Session 6: How to focus on research methodology and the different data checks/issues (common method bias, normality check, etc.)

Dr. Gobinda Roy stressed upon the different issues which we commonly encounter during quantitative based research analysis. He also gave tips on what all checks should be done to ensure that the data collected is proper for analysis.

Session 7: Quantitative data analysis using Smart PLS. Reflective and formative constructs. How to report the results in a paper?

Dr. Arghya Ray showed the participants how to install Smart PLS and how to build a basic model and do an analysis using SMART PLS. Dr. Ray also provided an overview of how to

report the results in research papers and the difficult choice between reflective vs formative models.



Criteria	CB-SEM	PLS-SEM
Research goals	Parameter-oriented	Prediction-oriented
Method	Covariance-based	Variance-based
Data assumption	Normal distribution	None
Minimal sample size	200	30-100
Measurement model	Mainly reflective constructs	Reflective and formative constructs
Complexity	Less than 100 indicators	100 constructs and 1000 indicators
Parametric estimated value	Standardized or non-standardized	Standardized
Implication	Theory testing	Theory development
The goodness of fit metrics	Many	One (GOF)

Session 8. Moderation effect using SMART PLS

Dr. Arghya Ray talked out how to improve the chances of publication by using a moderator. During the hands-on session, Dr. Ray showed how to incorporate a moderator in the model, how to get the results and how to report them in a paper.

Day 3:

Session 9: Mediation effect using SMART PLS

Dr. Arghya Ray talked out how to improve the chances of publication by using a mediator. During the hands-on session, Dr. Ray showed how to incorporate a mediator in the model, how to get the results and how to report them in a paper.

Mediation Analysis

A mediator transmits the effect of antecedents on the outcome, either in part or whole (Baron & Kenny, 1986; Mackinnon, 2008)

- > **Direct effect** of X on Y indicates that there is no mediation (path c)
- > **Indirect effect** of X on Y indicates that the effect of X on Y can be transmitted only through variable M with the magnitude of this effect represented by the products of path a and b ($a*b$)
- > **Direct + Indirect effect** of X on Y indicates that the effect of X on Y can be transmitted directly from X on Y (path c') or indirectly through a mediator, M (path $a*b$)

Slide 2 of 12 | English (India) | 33°C Sunny | 10:08 05-06-2024 | 2024-06-05 10:08:52

Session 10: Multigroup Analysis using SMART PLS

Dr. Arghya Ray discussed on how to perform a multi-group analysis in SMART PLS. During the hands-on session, Dr. Ray also talked about what all checks are required before performing multi-group analysis and how to report the results in the paper.

Session 11: Experimental Research Design and how to analyze the results.

Dr. Lan Ma took the session on experimental research. In the session Dr. Ma stressed upon how to plan experimental research, what all checks are necessary, how to collect the data, how to analyze the data and how to report the results in a paper. Dr. Ma also gave few examples of research papers where experimental research was conducted.

Consumer Behavior Research

- is a broad field bringing together diverse research methodologies (Morales et al., 2017).
- What binds these methodologies together is the drive to really understand individuals' behavior as they interact with one another and their environment in a consumption context (Morales et al., 2017).
- Understanding consumer behavior through experimental research does not always involve examining the actual behavior of consumers (Morales et al., 2017).

Participants (18)

- AR Arghya Ray (Host, me)
- M MaLan
- A amrita
- AH Arunima Hazra
- DM Dharani Mrj
- DO Dr. Oly Mishra
- DD Dr.Pooja Darda
- IP Indrani paul
- JN Jessy Nair
- M Maksud
- MN Ms Nikita Mukherjee
- RB Rajib Bhattacharya
- RP Roma Puri
- SN Satvaki Datta

Session 12: Econometrics for research and how to report the results.

Dr. Arunava Bandyopadhyay took a session on how econometrics is being used in research and how it is helping in improving the analysis. He also talked about how even in marketing research models, researchers are incorporating several econometric techniques.

Changing Trends in Marketing Research Models

Changes in the structure of available data leading to advances in modelling:

- Unobserved / latent variables → SEM
- Time dependence of variables → Time Series & Panel Data Models
- Adding prior beliefs / knowledge → Bayesian analysis
- Non-linear in parameters → Non- and Semi-parametric regression
- Endogeneity issues → Instrumental Variable

Dependent variable	Name of model
Continuous	Standard Linear Regression model
Discrete	Standard Logit/Probit model
Unordered multichotomous	Multinomial Logit/Probit model
Ordered multichotomous	Conditional Logit/Probit model
Ordered multichotomous	Nested Logit model
Truncated/ordered	Ordered Logit/Probit model
Duration	Truncated Regression model
	Censored Regression (Tobit) model
	Proportional Hazard model
	Accelerated Lifetime model

Source: Frazer and Page (2001, p. 27)

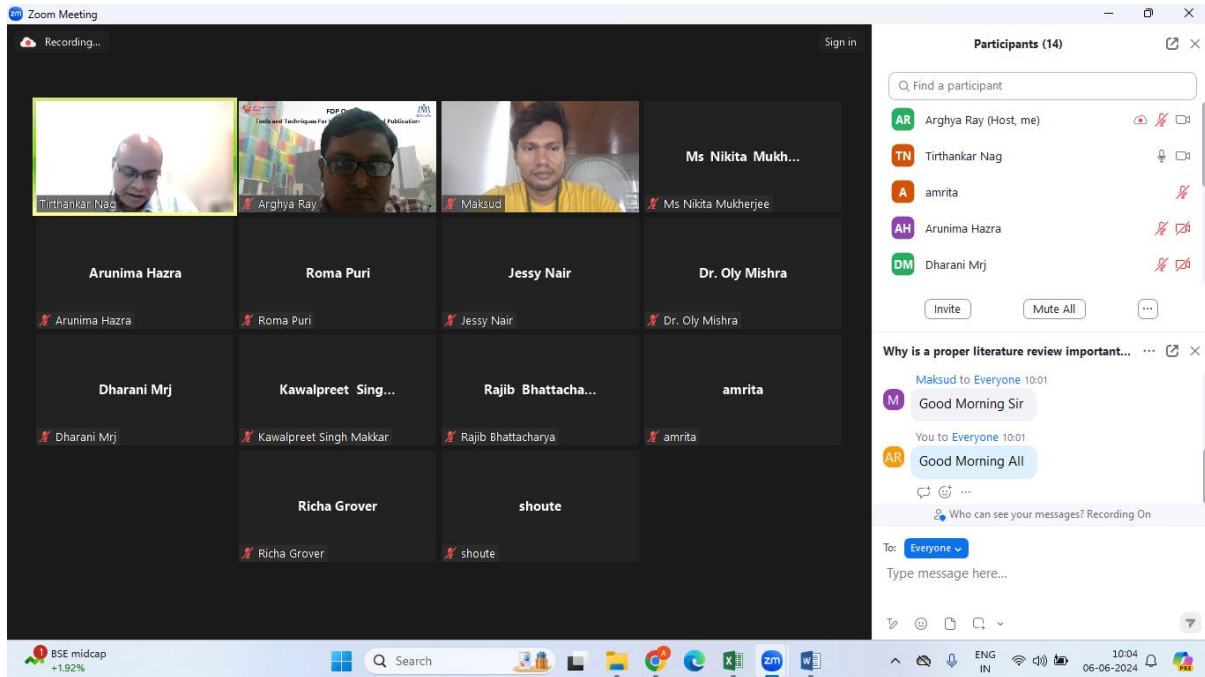
Participants (18)

- Maksud
- amrita
- Roma Puri
- Dharani Mrj
- shoute
- Amit S
- Indrani Paul
- Ms Nikita Mukh...
- Jessy Nair
- Vandana Bhavsar
- Dr. Oly Mishra
- Romana Hashmi
- Supriya C Basu
- Tamizhārasi Durai
- Swati

Day 4:

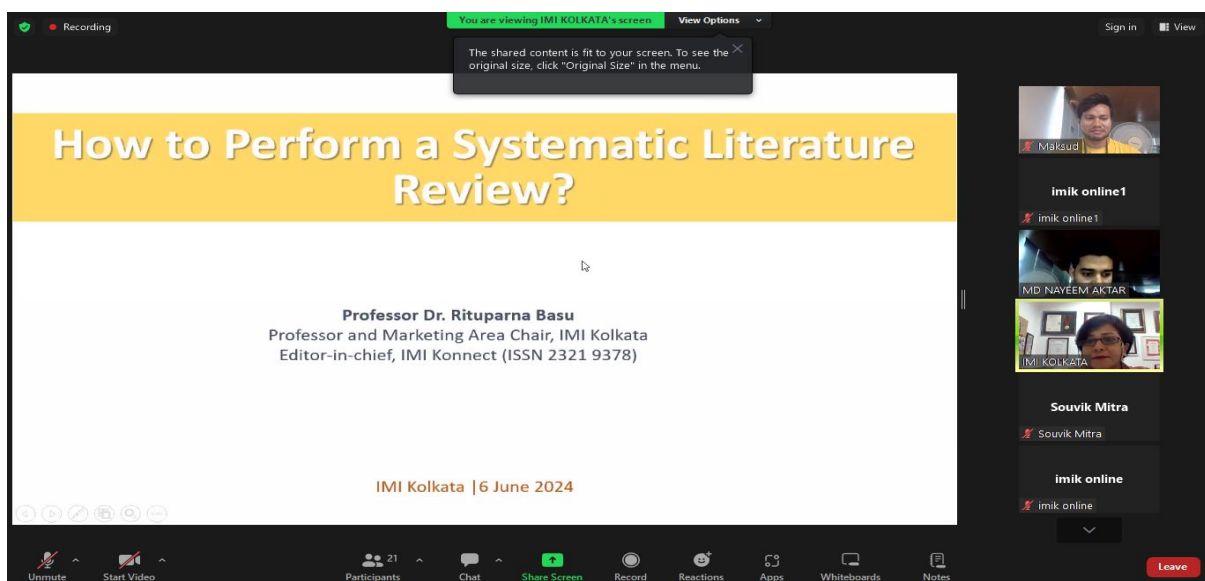
Session 13: Why is a proper literature review important in research papers?

Dr. Tirthankar Nag appraised the participants regarding the importance of a proper literature review. Dr. Nag also talked about how to look into various databases and sources for conducting a literature review.



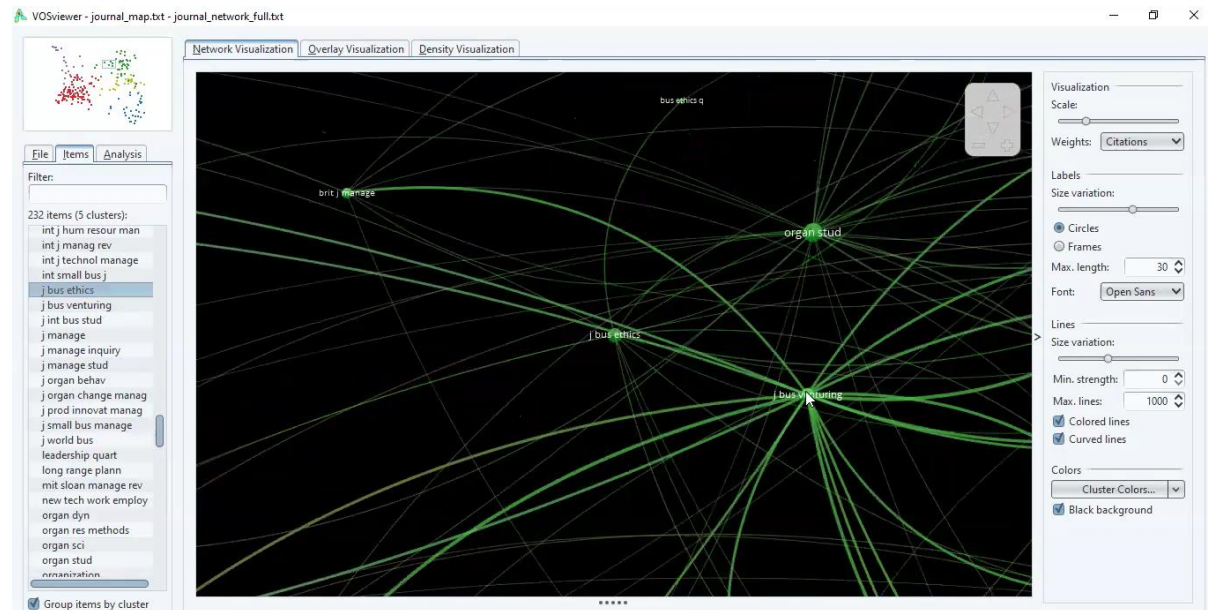
Session 14: How to perform a systematic literature review?

Dr. Rituparna Basu focused on a highly efficient technique to find research gaps and discussed on the various ways to perform systematic literature review.



Session 15 and 16: Bibliometric Analysis using VOSviewer, Gephi

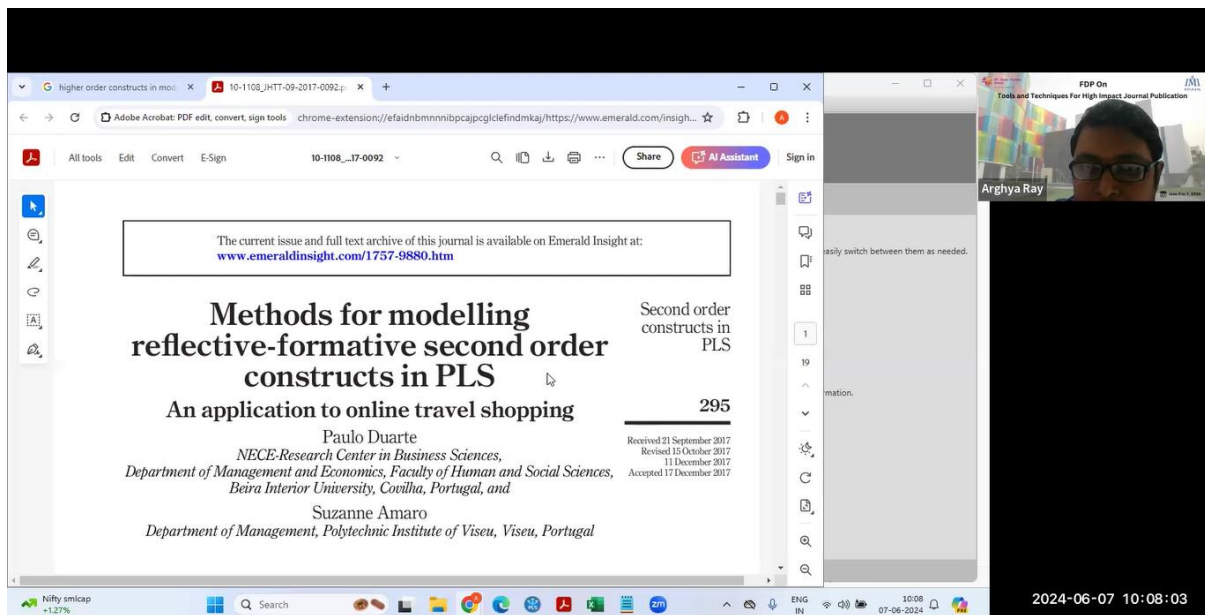
Dr. Arunava Bandyopadhyay took two engaging hands-on sessions on Bibliometric analysis using VOSViewer and Gephi. The sessions helped students to understand how to derive insights from previously published papers using the bibliometric analysis.



Day 5:

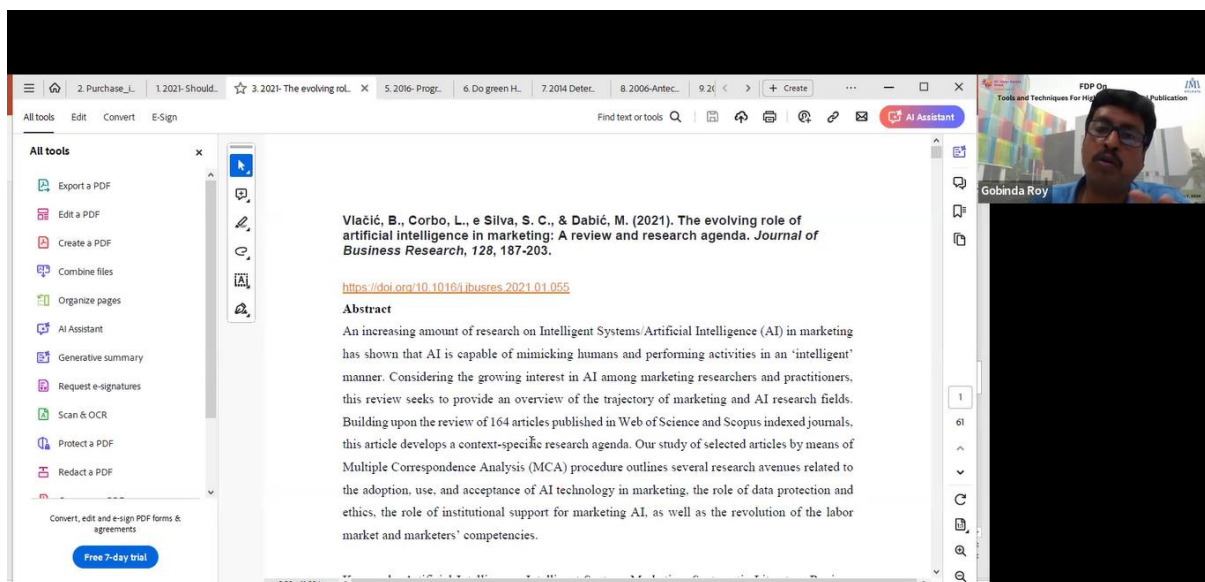
Session 17: Including higher order constructs using SMART PLS

Dr. Arghya Ray talked about how to analyze models having higher order constructs using SMART PLS. Dr. Ray also showed several examples of research papers where analysis using higher order constructs is used.



Session 18: Solving the dilemma: Which method to opt for?

A dilemma always remains in the minds of researchers as to which method to opt for – qualitative or quantitative. Dr. Gobinda Roy through an interactive discussion based session talked out how researchers should proceed to solve this dilemma.



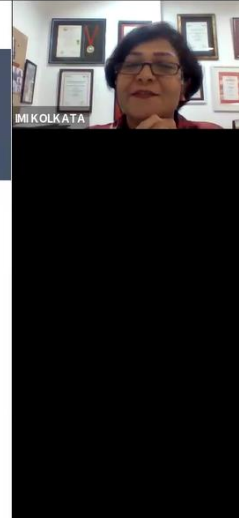
Session 19: Strategies to publish a case-based research

Dr. Rituparna Basu discussed about how to write case based research papers in the session.

Strategies to Publish Case Based Research

Professor Dr. Rituparna Basu
Professor and Marketing Area Chair, IMI Kolkata
Editor-in-chief, IMI Konnect (ISSN 2321 9378)

IMI Kolkata | 7 June 2024



Session 20: Panel Discussion: What do EICs look for in a research article?

A panel discussion was organized on the topic was “What do EICs look for in a research article?”. The expert panel members included Professor Rituparna Basu, Professor Tirthankar Nag and Professor Himadri Roy Chowdhuri. All the panelists shared their experience being the editor in chief of journals and what do they expect from research papers. Dr. Gobinda Roy moderated the whole session. The participants clarified their doubts regarding the publication processes from the eminent panel members.

 **RP-Sanjiv Goenka Group**
Growing Legacies

FDP On

Tools and Techniques For Latest Journal Publication

 **IMI**
KOLKATA

Gobinda Roy

2024-06-07 14:06:38

HIMADRI ROY CHAUDHURI

2024-06-07 14:08:12



Valedictory and Q&A session

At the end of the FDP, the participants shared their feedback through google form regarding the sessions. Almost everyone has shared positive feedback with some suggestion such as they requested for a series of such engaging sessions to be conducted in future in the offline mode or in the summer or winter break or in the

weekends. The session was concluded with a valedictory speech by Dean of Research, IMI Kolkata, Dr. Tirthankar Nag followed by a vote of thanks by Dr. Gobinda Roy.

Feedback Received:

Briefly discuss about your experience of the FDP
Wonderful session
It is good and very informative FDP. The experts are good and very cooperative.
Sessions are really informative, insightful and interesting to understand.
The experience. was very enlightening and enriching
Feeling enriched
Very good
Very good combination of hands-on practice and theoretical explanation
Very Insightful and informative session
Overall great learning experience
Wonderful session
It was very insightful
Good so far
Good
It was a good experience
Very informative and well conducted
The sessions were very insightful. Very aligned to requirements of an academic who is passionate for research. For a participant like me I am here for continuous learning and keep myself updated. Special thanks to Prof Araghya and Prof Gobinda Roy for putting their heart and soul into the sessions and the patiently answering to the queries. Best wishes!
Good
It is good to have expert talk.
I am greatly benefited as this FDP mostly discusses the statistical research Methodologies and tools in detail, it's properly elaborated all the things
The faculties are well versed with topics and concepts. We are privileged to have such professors who have explained so nicely .
Excellent
The FDP is excellent and highly informative. The mentors make sure to address all the students' questions thoroughly during the sessions
Very good
Wonderful session sir and insightful
The Programme was very informative and engaging
Overall it was a great experience learning diverse Research tools and techniques.
The FDP was very enlightening and the resource persons were very knowledgeable and helpful.
Fdp was good ðŸ™¸
Good learning . Good knowledge gained on pls sem and other topics

Overall very informative experience

A very informative and effective FDP indeed

Enriching with hand on training

I am greatly benefited, detailed explanation and elaborated hands on experience with various tools
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