



Five days online Faculty Development Program

On

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

3rd to 7th June 2024

International Management Institute Kolkata

2/4 C, Judges Court Road, Alipore, Kolkata 700027

International Management Institute Kolkata

Presents

Faculty Development Programme (FDP)

on

**TOOLS AND TECHNIQUES FOR HIGH
IMPACT JOURNAL PUBLICATION**

(Part I)

3rd to 7th June 2024

in collaboration with

**Centre of Applied Blockchain and Digital
Transformation**

&

Internal Quality Assurance Cell (IQAC)

About IMI Kolkata:

IMI Kolkata has been developed under the patronage of RP - Sanjiv Goenka Group, a well-known Industrial conglomerate of India which is an extension of IMI Delhi for catering to the education needs of the Eastern Part of the country. In 2011, IMI Kolkata came up in Eastern India to enable bright young minds to gain access to the excellent IMI Management pedagogy. IMI Kolkata has grown rapidly since its modest beginning in 2011 to the extent that it is today one of Kolkata's well-known B-schools. IMI Kolkata has been ranked 59th overall among 700-plus Management Institutions in India.

The flagship PGDM programme is accredited by the NBA (National Board of Accreditations) has international accreditation from AMBA- MBA specific global accreditation organization, and is an associate member of EFMD Global, and AACSB which are renowned global accreditation bodies. IMI Kolkata is considered one of the top-ranking Management Institute in India and amongst the top three Management Institutes in the Eastern region. The credit for our rapid growth goes to our excellent Faculty members who all have Doctorates from reputed Institutes/Universities like IIT, IIM, etc. and have adequate Industry experience. IMI has international collaboration with foreign universities of high repute.

About Applied Blockchain and Digital Transformation Centre

The Applied Blockchain and Digital Transformation Centre at IMI-Kolkata (initially named as the Bharat Blockchain Network Chapter at IMI-Kolkata) aims to work in the emerging domain of blockchain and other emerging technologies causing digital transformation to foster academic and industry knowledge enhancement and engagement, corporate partnerships and action-based research.

About the Programme

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, VOSViewer, 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. Participants will also get to interact with top researchers, Associate Editors or Editor in Chief/s, during the panel discussion or during the sessions.

Intended Participants:

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

Content:

Day 1 (3rd June 2024): (Monday) (Qualitative Research)	
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
11:00 am – 11:10 am	Break
11:10 am – 12:10 pm	Qualitative Data Analysis using NVivo and AI tools integration – I
12:10 pm – 12:20 pm	Break
12:30 pm – 1:30 pm	Qualitative Data Analysis using NVivo and AI tools integration – II
1:30 pm – 2:00 pm	Lunch Break
2:00 pm – 3:00 pm	Qualitative research: reporting results, reliability and validity checks
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.
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.)
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?
1:30 pm – 2:00 pm	Lunch Break
2:00 pm – 3:00 pm	Moderation effect using SMART PLS
Day 3 (5th June 2024): (Wednesday) (Quantitative Research - II)	
10:00 am – 11:00 am	Mediation effect using SMART PLS
11:00 am – 11:10 am	Break
11:10 am – 12:10 pm	Multigroup Analysis using SMART PLS
12:10 pm – 12:20 pm	Break
12:30 pm – 1:30 pm	Experimental Research Design and how to analyze the results.
1:30 pm – 2:00 pm	Lunch Break
2:00 pm – 3:00 pm	Econometrics for research and how to report the results.
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?
11:00 am – 11:10 am	Break
11:10 am – 12:10 pm	How to perform a systematic literature review?
12:10 pm – 12:20 pm	Break
12:30 pm – 1:30 pm	Bibliometric Analysis using VOSviewer, Gephi – I
1:30 pm – 2:00 pm	Lunch Break
2:00 pm – 3:00 pm	Bibliometric Analysis using VOSviewer, Gephi – II
Day 5 (7th June 2024): (Friday) (Publishing Strategies)	
10:00 am – 11:00 am	Including higher order constructs. Demonstration using SMART PLS
11:00 am – 11:10 am	Break
11:10 am – 12:10 pm	Solving the dilemma: Which method to opt for?

12:10 pm – 12:20 pm	Break
12:30 pm – 1:30 pm	Strategies to publish a case-based research
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?
2:45 pm – 3:00 pm	Valedictory and Q&A session

Program Directors:

Prof. Arghya Ray

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Prof. Arunava Bandyopadhyay

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Fees and Registration:

We invite faculty members, doctoral students and business professionals to attend this FDP. The applicants willing to participate shall apply online. **Link:** <https://rzp.io/l/ZBzkX0wYqI>
The last date for application submission is **1st June 2024**.

Category (All non-residential)	Registration Fees	
	Indian	Foreign
Doctoral Scholars	Rs. 1700/-	\$ 20
Faculty Members	Rs. 2500/-	\$ 30
Corporate/ Business Professionals	Rs. 4200/-	\$ 50

Resource Persons:

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

Dr. Arghya Ray has received his PhD from IIM Ranchi. Prior to joining IMI Kolkata, he was an Assistant Professor at FORE School of Management (FSM), Adamas University, and a Visiting Faculty at Birla Global University, IIM Ranchi and IIM Jammu. He also has an industrial experience at TCS Limited. With B.Tech. (Silver Medalist) from SRM University, he has to his credit many publications in top level ABDC and ABS listed journals. He has also attended around ten national and international conferences. His research mainly focuses on understanding customer perspectives from social-media feeds. He has conducted MDPs and workshops on different emerging technologies. Dr. Ray is the Director of the Centre of Applied Blockchain and Digital Transformation. Dr. Ray has several publications in top tier ABDC and ABS listed journals. Additionally, Dr. Ray has also conducted MDPs and FDPs on Big Data Analytics and Blockchain for several corporates.

Dr. Gobinda Roy, Assistant Professor – Marketing

Prof. Gobinda Roy has over 16 years of experience in industry, research, and teaching. He is in the area of marketing and currently teaches Digital Marketing, Service Marketing, Web Analytics, etc. He has rich and extensive managerial experience in the telecom industry in the areas of telecom product management, marketing management, telecom solution, etc. Prior to joining IMI Kolkata, he has conducted MDP and FDP in OP Jindal University, JSPL, and JPL Raigarh and delivered guest lectures in VGSOM (IIT Kharagpur), IIFT Kolkata. He has published several scholarly articles in leading international journals such as International Journal of Hospitality Management, Journal of Internet Commerce, Journal of Marketing communication, Global Business Review, etc.

Dr. Arunava Bandyopadhyay, Assistant Professor – Finance

Dr. Bandyopadhyay has completed his Ph.D. from VGSOM-IIT Kharagpur. Before joining IMI Kolkata, he was affiliated with the UPES in Dehradun and the Jindal Global Business School in Sonapat as Assistant Professor, and IIFT Kolkata as Visiting Faculty for the FinTech course. He also has corporate experience of 7 years in multinational organizations like SIEMENS Ltd. and Phillips Carbon Black Ltd. He teaches FinTech, Financial Modelling and Analytics, Financial Risk Management, and Financial Econometrics at IMI Kolkata. He has conducted sessions on Blockchain and Data Analytics in MDPs for various MNCs in India and abroad. Arunava has published papers in various top tier ABDC and ABS listed journals. He has presented his research work in conferences such as India Finance Conference, Pan IIM World Management Conference, and International Conference on Economics and Finance Research (ICEFR), Lyon, France.

Dr. Tirthankar Nag, Professor – Strategy

Dr. Nag teaches strategic management, research methods, managing consulting engagements and developing infrastructure businesses. He has been teaching as a visiting faculty for doctoral courses in the energy sector at IIM Ahmedabad and strategic management at IIM Calcutta. He has authored a book and several book chapters, and peer reviewed papers in international journals. He has received several awards from IIM Ahmedabad and holds a certificate from the World Bank Institute. He also has a BE in electrical engineering from Jadavpur University. He has been a consultant for companies in the energy and water space on behalf of PWC, KPMG, and SBICAPS, dealing with strategy, policy and regulatory advisory. He has also worked with CESC in distribution planning. He has provided advisory services to Indian and international organizations in the energy sector, including World Bank, UNEP, DFID, USAID and ADB.

Dr. Rituparna Basu, Professor – Marketing

Rituparna Basu is Professor and Area Chair of Marketing at the International Management Institute Kolkata in India. She has achieved notable recognition for her work, including winning the first prize in the Global ISB-Ivey Case Competition in 2017, and in the following year's competition, she accomplished a dual win with two teaching cases. She was also awarded the runners-up prize for the CEEMAN Emerald Case Writing Competition in 2020. Her contributions to management teaching and research have earned her prestigious accolades such as the AIMS Outstanding Woman Management Researcher Award in 2017 and the AIMS-IRMA Outstanding Young Woman Management Teacher Award in 2016. She has published peer-reviewed research papers in esteemed journals like the Journal of Business Research, Journal of Consumer Affairs, Psychology and Marketing, Journal of Retailing and Consumer Services, International Journal of Retail and Distribution Management, and many others. Additionally, several of her teaching cases have been indexed in Harvard Business Education Publishing. She has served as an adjunct faculty member at IIT Kharagpur and IIM Sambalpur. She has also participated in a teaching assignment at the University of Paris Marne-la-Vallee as an Erasmus+ Grant awardee. She can be contacted at r.basu@imi-k.edu.in.

Dr. Dhaval Maheta, Professor, Veer Narmad South Gujarat University

Dr. Dhaval Maheta is a distinguished academician holding a doctoral degree in Management. He currently serves as a Professor in the Department of Business and Industrial Management at Veer Narmad South Gujarat University in Surat. With an impressive career spanning over twenty-two years, Dr. Maheta possesses a wealth of experience in both post-graduate teaching and the corporate world, having worked with renowned multinational financial institutions such as ICICI Bank and HDFC Ltd. Dr. Dhaval Maheta's expertise lies in various domains, including Quantitative Methods, Financial Management, Production Management, Research Methodology, and Financial Derivatives. His academic journey is marked by the presentation and publication of 40 research papers in esteemed National and International Conferences. Additionally, he has authored several books on specialized topics, such as "Minitab" software, "Statistical Analysis using R Software," "Machine Learning Using R-Rattle," and "Data Analysis using R." Dr. Dhaval Maheta has also successfully completed a minor research project titled "Effect of Money Supply on Stock Exchange." Furthermore, he has played a pivotal role as a key resource person in organizing Research Methodology workshops at different levels, where he has trained over 10,000 faculty members, professionals, and bureaucrats in the use of research-related software for data analysis.

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

Dr Vinaytosh Mishra is the Director of Thumbay Institute for AI in Healthcare, Gulf Medical University, Ajman, UAE. He is a Post Doc Fellow in AI in Healthcare from the University of Arizona, USA and a Post Doc Fellow in Ethical AI in Healthcare from the University of Ben Gurion, Israel. He has a PhD in Healthcare Management and a Bachelor of Technology in Electronics Engineering from the Indian Institute of Technology (BHU), India. Dr Mishra has over 19 years of experience in industries such as Information Technology, Manufacturing, Finance, Healthcare, and Education. He has one Australian and One German Patent in AI in Healthcare.

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

She is an experienced lecturer, with a profound passion for education that extends far beyond the traditional boundaries of the classroom. Having earned her doctorate in marketing, she embarked on a profound exploration of consumer behaviour, delving into the intricate decision-making processes utilizing advanced text mining techniques. Her dedication to research bore fruit in the form of several papers published in highly ranked academic journals, solidifying her reputation as a committed researcher bridging the gap between marketing theory and practical application.