



Five days online Faculty Development Program

On

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

2<sup>nd</sup> to 6<sup>th</sup> October 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 II)**

**2<sup>nd</sup> to 6<sup>th</sup> October 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 involving quantitative approach. The workshop will provide a hands-on experience on the SPSS Statistics and AMOS that can help in doing path analysis. The FDP will also help the participants understand how to write the results and discussion and how to structure the 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:

<b>Day 1 (2<sup>nd</sup> October 2024): (Wednesday)</b>	
9:45 am – 10:00 am	Welcome address and Introduction to FDP
10:00 am – 11:00 am	Basics of Quantitative Research
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Questionnaire Design, Model Design
12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Correlation, Regression, PCA
<b>Day 2 (3<sup>rd</sup> October 2024): (Thursday)</b>	
10:00 am – 11:00 am	Exploratory Factor Analysis - I
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Exploratory Factor Analysis - II
12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Confirmatory Factor Analysis: Building and Testing Measurement Models - I
<b>Day 3 (4<sup>th</sup> October 2024): (Friday)</b>	
10:00 am – 11:00 am	Confirmatory Factor Analysis: Building and Testing Measurement Models - II
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Structural Equation Modelling - I
12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Structural Equation Modelling – II
<b>Day 4 (5<sup>th</sup> October 2024): (Saturday)</b>	
10:00 am – 11:00 am	Mediation Analysis
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Moderation Analysis
12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Multigroup Analysis
<b>Day 5 (6<sup>th</sup> October 2024): (Sunday)</b>	
10:00 am – 11:00 am	Second Order Analysis
11:00 am – 11:15 am	Break
11:15 am – 12:15 pm	Reporting and Writing the results
12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Panel Discussion: Important Considerations in research
1:30 pm – 1:45 pm	Valedictory and Q&A session

## Program Directors:

**Prof. Arghya Ray**

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**Prof. Gobinda Roy**

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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/63Eu1js6>  
The last date for application submission is **30<sup>th</sup> September 2024.**

Category (All non-residential)	Registration Fees	
	Indian	Foreign
Doctoral Scholars	Rs. 1000/-	\$ 12
Faculty Members	Rs. 1500/-	\$ 18
Corporate/ Business Professionals	Rs. 2500/-	\$ 30



## Resource Persons:

### **Dr. Anees Ahmed, Assistant Professor - Marketing**

Anees Ahmad is presently working as Assistant Professor of Marketing at International Management Institute, Kolkata. He has acquired the doctoral degree from IIT (ISM), Dhanbad. His research interests are in the areas of branding and consumer behavior. He has published research papers in national and international journals which are indexed in Thomson Reuters, Clarivate Analytics Master Journal list Web of Science, Scopus and ABDC journal quality list. Besides publications, he has also presented research work at various national and international conferences. He is a management graduate from Uttar Pradesh Technical University, Lucknow. He has qualified UGC NET & JRF in Management. He started his academic career in 2008 and he has more than 13 years of teaching and research experience.

### **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. Kishalay Adhikari, Assistant Professor – Marketing**

Dr. Kishalay Adhikari has completed the Ph.D. programme in Management from the School of Management, National Institute of Technology (NIT) Rourkela. His thesis work focused on analyzing the role of consumer brand engagement on enhancing brand loyalty in the automobile context. Towards his credit, Dr. Adhikari has published in high-quality journals, including Journal of Product & Brand Management, The Services Industries Journal, Journal of Internet Commerce, and Journal of Global Marketing, among others. His areas of research interest are customer engagement, social networks, relationship marketing, online privacy, and virtual communities. During the PhD tenure, he obtained a fellowship from the Indian Council of Science Research (ICSSR), New Delhi. He is an active reviewer to different international journals of repute in the broader domain of brand management.

### **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. 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.