

FACULTY DEVELOPMENT PROGRAMME

ON

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

in collaboration with

Centre of Applied Blockchain and Digital Transformation

&

Internal Quality Assurance Cell (IQAC)

Programme Details:

Date: 2nd to 6th October 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. Anees Ahmed (IMI Kolkata, India)

5. Dr. Kishalay Adhikary (IMI Kolkata, India)



Program Co-ordinator: Ms. Satabdi B. Chakraborty

Panel Discussion Experts: 1. Dr. Tirthankar Nag

2. Dr. Arghya Ray

3. Dr. Sourabh Devidas Kulkarni

Moderator: Dr. Arunava Bandyopadhyay

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

5 DAYS ONLINE FACULTY DEVELOPMENT PROGRAM


2nd to 6th October 2024

Organised by:

International Management Institute Kolkata

in collaboration with

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



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 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.

Topics to be Covered

Day 1 (Quantitative Research)
Basics of Quantitative Research
Questionnaire Design, Model Design
Correlation, Regression, PCA







Day 2 (Quantitative Research)
Exploratory Factor Analysis - I
Exploratory Factor Analysis - II
Confirmatory Factor Analysis: Building and Testing Measurement Models - I

Day 3 (Quantitative Research)
Confirmatory Factor Analysis: Building and Testing Measurement Models - II
Structural Equation Modelling - I
Structural Equation Modelling - II

Day 4 (Analysis of Hypothesis Testing)
Mediation Analysis
Moderation Analysis
Multigroup Analysis

Day 5 (Publishing Strategies)
Second Order Analysis
Reporting and Writing the results
Panel Discussion: Important Considerations in research

Approval, Accreditations & Membership

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. Anees Ahmed
Assistant Professor - Marketing



Dr. Kishalay Adhikari
Assistant Professor - Marketing

Intended Participants:

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

Program Directors:



Dr. Arghya Ray
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Dr. Arunava Bandyopadhyay
Assistant Professor - Finance
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Program Coordinator:

Satabdi B. Chakraborty
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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/1/63Eu1js6>
The last date for application submission is 30th September 2024.

Category (All non-residential) Indian

Rs. 1000/- for Doctoral Scholars
Rs. 1500/- for Faculty Members
Rs. 2500/- for Corporate/ Business Professionals

Category (All non-residential) Foreign

\$ 12 for Doctoral Scholars
\$ 18 for Faculty Members
\$ 30 for Corporate/ Business Professionals

Important Dates:

FDP Starts on: 2nd October 2024
Timing: 10:00 AM-3:00 PM everyday
Last Date of Application: 30th September, 2024



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



SCAN TO
REGISTER

Program Schedule:

Day 1 (2 nd October 2024): (Wednesday)		Resource Person
2:00 pm – 2:15 pm	Welcome address and Introduction to FDP	
2:20 pm – 3:20 pm	Basics of Quantitative Research	Dr. Arghya Ray
3:20 pm – 3:30 pm	Break	
3:30 pm – 4:30 pm	Questionnaire Design, Model Design	Dr. Gobinda Roy
4:30 pm – 4:45 pm	Break	
4:45 pm – 5:45 pm	Correlation, Regression, PCA	Dr. Arunava Bandopadhyay
Day 2 (3 rd October 2024): (Thursday)		
10:00 am – 11:00 am	Exploratory Factor Analysis - I	Dr. Anees Ahmad
11:00 am – 11:15 am	Break	
11:15 am – 12:15 pm	Exploratory Factor Analysis - II	Dr. Anees Ahmad
12:15 pm – 12:30 pm	Break	
12:30 pm – 1:30 pm	Measurement Model – I	Dr. Kishalay Adhikary
Day 3 (4 th October 2024): (Friday)		
10:00 am – 11:00 am	Measurement Model – II	Dr. Kishalay Adhikary
11:00 am – 11:15 am	Break	
11:15 am – 12:15 pm	Structural Equation Modelling - I	Dr. Anees Ahmad

12:15 pm – 12:30 pm	Break	
12:30 pm – 1:30 pm	Structural Equation Modelling – II	Dr. Anees Ahmad
Day 4 (5th October 2024): (Saturday)		
10:00 am – 11:00 am	Mediation Analysis	Dr. Kishalay Adhikary
11:00 am – 11:15 am	Break	
11:15 am – 12:15 pm	Moderation Analysis	Dr. Anees Ahmad
12:15 pm – 12:30 pm	Break	
12:30 pm – 1:30 pm	Econometrics in Marketing	Dr. Arunava Bandyopadhyay
Day 5 (6th October 2024): (Sunday)		
10:00 am – 11:00 am	Multigroup Analysis and Second Order Analysis	Dr. Kishalay Adhikary
11:00 am – 11:15 am	Break	
11:15 am – 12:15 pm	Reporting the results in the research paper	Dr. Gobinda Roy
12:15 pm – 12:30 pm	Break	
12:30 pm – 1:30 pm	Panel Discussion: Important Considerations in research	Panelists: Dr. Tirthankar Nag (EIC: JOSP) Dr. Arghya Ray (Associate Editor: APJBA) Dr. Sourabh Devidas Kulkarni (Associate Editor: Abhigyan) Moderator: Dr. Arunava Bandyopadhyay
1:30 pm – 1:45 pm	Valedictory and Q&A session	

Participant Statistics:

Total Number of Participants: 34

Faculty: 6

Scholars: 28

Participants representing Organizations
IIM Indore
IIM Raipur
IIM Ranchi
IIFT Kolkata
IIFT Kakinada
IIM Sambalpur
Jaipuria Institute of Management, Jaipur
Himachal Pradesh University Shimla
Adamas University
The Maharaja Sayajirao University of Baroda
LEAD college of management, Palakkad, Kerala
HINDUSTAN INSTITUTE OF TECHNICAL SCIENCE
Sharda School of Business Studies
IMI Kolkata
BS ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND TECHNOLOGY
Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh
UPES
Amity University Kolkata
University BT and Evening College Coochbehar
Pondicherry university
University of Jammu
IILM University, Greater Noida
IBS Hyderabad
NIT Calicut
PES University, Bengaluru

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.

Session 1: Basics of Quantitative research

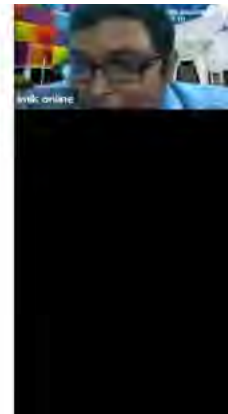
Dr. Arghya Ray provided an overview of quantitative research and the various quantitative techniques that are widely used and what journals to target.

Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.

Quantitative research is the opposite of qualitative research, which involves collecting and analyzing non-numerical data (e.g., text, video, or audio).

Quantitative research question examples:

- What is the demographic makeup of Singapore in 2020?
- How has the average temperature changed globally over the last century?
- Does environmental pollution affect the prevalence of honey bees?
- Does working from home increase productivity for people with long commutes?



Session 2: Questionnaire Design, Model Design

Dr. Gobinda Roy provided an overview of how to prepare the conceptual model and the questionnaire for quantitative based research.

Content

- Framing the **conceptual model**
- Theory based model (Case example S-O-R)
- Questionnaire design
- Hypotheses formulation
- With special focus on SEM
- Journey from ABDC-B to ABDC-A* and FT-50



Session 3: Correlation, Regression, PCA

Dr. Arunava Bandyopadhyay gave hands-on experience on correlation, regression and PCA and how they are important in quantitative research.

THINGS TO CONSIDER IN MM

- Research model (Constructs & items)
- Reliability & Validity
 - Composite reliability (CR) - Cronbach Alpha
 - Average variance extracted (AVE)
- Model-fit indices
 - Goodness-of-fit measures
- Measurement models shows the *best fit*, compared to structural models

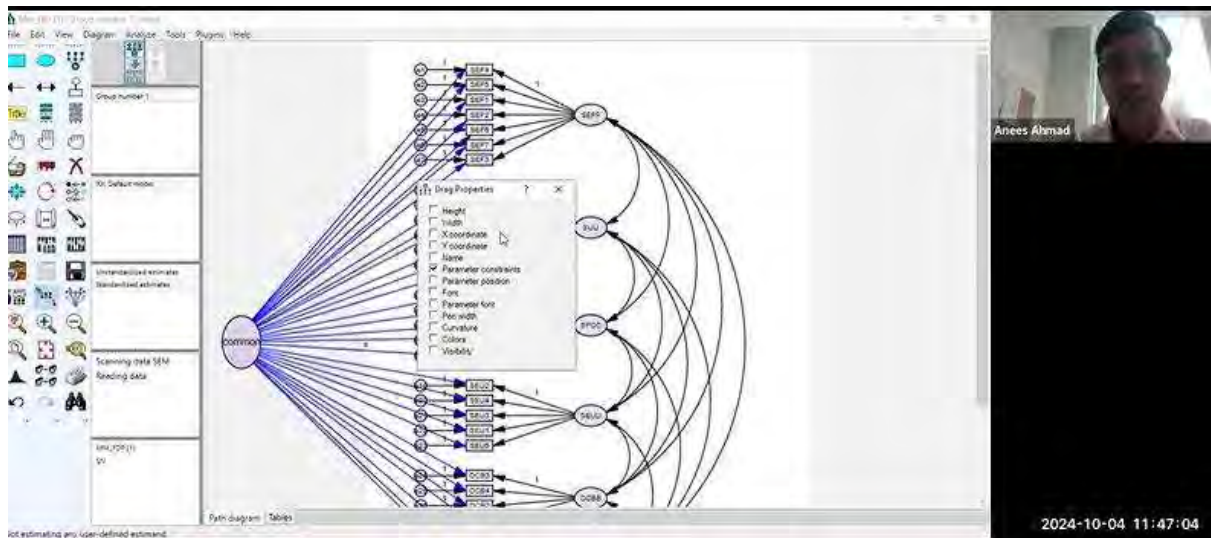


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Day 3:

Session 8 and Session 9: Structural Equation Modelling (Part I and Part II)

Dr. Anees Ahmed showed the participants how to use SPSS to perform Structural Equation Modelling and how to interpret the results. He also explained which all results should be incorporated in the paper.



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Day 4

Session 10. Mediation Analysis

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

Session 11. Moderation Analysis

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

Session 12. Econometrics in Marketing

Dr. Arunava Bandyopadhyay took a session on how econometrics is being used in marketing 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.

Day 5:

Session 13: Multigroup analysis and Second Order Analysis

Dr. Kishalay Adhikary discussed on how to perform a multi-group analysis in AMOS. During the hands-on session, Dr. Adhikary also talked about what all checks are required before performing multi-group analysis and how to report the results in the paper. He also talked about how to perform a second order analysis.

Session 14: Reporting the results in the research paper

Dr. Anees Ahmed through an interactive discussion based session talked out how researchers should proceed to report the results in the research paper. With few examples, Dr. Ahmed explained the importance of reporting the results carefully.

Session 15: Panel Discussion: Important Considerations in Research

A panel discussion was organized on the topic was “Important considerations in research”. The expert panel members included Professor Tirthankar Nag, Dr. Arghya Ray and Dr. Sourabh Kulkarni. All the panelists shared their experience being the editor in chief or Associate Editors of journals and what do they expect from research papers. Dr. Arunava Bandyopadhyay moderated the whole session. The participants clarified their doubts regarding the publication processes from the eminent panel members.

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. Arunava Bandyopadhyay.

Feedback Received:

Timestamp	Briefly discuss about your experience of the FDP (Do you have any suggestion for future improvement? Will you join in any follow up FDP if such to be organized?)		
10-6-2024 12:18:04	Very useful	It would be nice if every session had a ppt	Yes
10-6-2024 12:18:28	Excellent FDP	NIL	Yes
10-6-2024 12:19:24	It's very useful	Yes. If we have options to download vedios	Yes
10-6-2024 12:19:54	This FDP is very excellent, brief but it has ex hand on practice of the participants		Yes
10-6-2024 12:26:22	The sessions were very interactive. The sessi	Incorporating real-life case studies of succes	Yes
10-6-2024 12:32:21	Simply Amazing! The immense exposure to c	This FDP was exceptional. No suggestions.	Yes
10-6-2024 12:42:53	FDP experience was insightful, experiential, f	More time per session, to enable question , e	Yes
10-6-2024 13:01:33	Great experience	Nthg	Maybe
10-6-2024 13:50:41	Fdp was well organized. The sessions were f	Longer duration could have been better.	Maybe
10-6-2024 14:15:10	I attended the first two days, but due to some	If you can customise the training individually	Yes
10-6-2024 14:58:14	Good. Learnt without much effort.	Evening classes would make it more conveni	Maybe
10-6-2024 21:54:55	Very knowledgeable	No	Yes
10-6-2024 22:19:04	Attending the Faculty Development Program	I have experienced that there is many links fo	Yes
10-6-2024 22:53:32	Very informative FDP. All the quarries are ad	NO	Yes
10-7-2024 7:49:24	Very enriching FDP, learn't about the softwa	To carry out FDP on research methodology fr	Yes
10-7-2024 9:27:12	Very useful	Option to download the file for future referenc	Yes
10-8-2024 11:57:14	Good learnings	Qualitative also	Yes

Payment Details:

Faculty Member	Sessions	Per Session Fees	Total Payment			
Dr. Arghya Ray	1	1250	1250		Brochure Making (Sankar Da)	600
Dr. Arunava Bandyopadhyay	2	1250	2500			
Dr. Anees Ahmad	6	1250	7500		Certificate Making (approx)	470
Dr. Gobinda Roy	1	1250	1250			
Dr. Kishalay Adhikary	4	1250	5000			
Total	14		17500			
					Amount Received	29900
					Amount after taxes	25338.98
					Profit	6768.983