

ISBR Business School

# **Fellow Program in Management**

## **FPM Success stories**

---



## **“Brewing Bonds: Fellow Program in Management Coffee Connection”**

<b>Date /Day/ Time</b>	<b>Time</b>	<b>Type of Event</b>	<b>Department</b>	<b>No. of Scholars Attended</b>	<b>Feedback /Remarks</b>
17 March 2024	1000hrs -1130hrs	“Brewing Bonds: Fellow Program in Management Coffee Connection”	FPM, ISBR Business School, Bangalore	24	Research scholars of ISBR were extremely happy by the event, they enjoyed it a lot.

### **Title of Event: “Brewing Bonds: Fellow Program in Management Coffee Connection”**

**Aim:** The aim of the “Brewing Bonds: Fellow Program in Management Coffee Connection” event was to provide scholars with a delightful break from the rigors of academia. By creating an atmosphere where the aroma of fresh ideas meets the comforting essence of a well-brewed coffee, the event was aimed to offer scholars a rejuvenating experience. To understand that the pursuit of knowledge can sometimes be overwhelming, which is why the event invited attendees to temporarily set aside their research papers and scholarly endeavors and immerse themselves in the relaxed ambiance of our event. Through this endeavor, the event hoped to foster connections and inspire innovative thinking in a setting that blends scholarly pursuits with social interaction.

### **Introduction:**

The “Brewing Bonds: Fellow Program in Management Coffee Connection” event commenced with a warm welcome from the host, Rishika Yadav, Research Coordinator. Attendees, including esteemed professors and scholars from the FPM batches, were greeted to an engaging session focused on fostering connections and camaraderie through shared coffee-themed activities.





### **1. Icebreaker Round: Two Truths and a Latte Lie:**

To kick off the event, participants engaged in an icebreaker activity titled “Two Truths and a Latte Lie.” This activity aimed to break the ice and encourage attendees to share interesting facts about themselves while incorporating a playful coffee-themed twist.

### **2. Coffee Cheers:**

Following the icebreaker, attendees raised their cups in a collective toast to celebrate the FPM 2023 batch and the promising journey ahead. This moment of camaraderie symbolized the unity and support within the academic community.

### **3. Coffee-Themed Quiz:**

The event continued with an interactive coffee-themed quiz, challenging participants' knowledge of coffee trivia. Attendees enthusiastically participated, showcasing their expertise on various aspects of coffee culture and history.

### **4. Virtual Coffee Tasting:**

One of the highlights of the event was the virtual coffee tasting session, where participants shared details about their favorite brews and the sentimental value attached to them. This segment provided a platform for attendees to bond over their shared love for coffee while exchanging personal anecdotes.


### **5. Interactive Joke Session:**

The event concluded on a light-hearted note with an interactive joke session, where attendees shared their favorite jokes and anecdotes. Laughter echoed through the virtual space, fostering a sense of joy and camaraderie among participants.

### **6. Closing Remarks:**

As the event drew to a close, the host expressed gratitude to all attendees for their active participation and contribution to making the event a success. The session ended with a heartfelt message, emphasizing the importance of fostering connections and cherishing moments of





laughter and camaraderie.

### **7. Conclusion:**

The “Brewing Bonds: FPM 2023 Coffee Connection” event provided a platform for attendees to connect, engage, and bond over their shared love for coffee. Through interactive activities and meaningful conversations, participants forged lasting connections that will continue to enrich their academic journey. The event exemplified the spirit of community and camaraderie within the FPM 2023 batch, setting a positive tone for future interactions and collaborations.

*Link for the ppt shared:* <https://prezi.com/view/yCGkFJbQqARWxSbXWNQH/>

**Feedback from scholars:** The “Brewing Bonds: FPM 2023 Coffee Connection” event was an absolute delight for scholars! The icebreaker activity was a fantastic way to kick things off, instantly breaking the ice and allowing scholars to connect in a fun and relaxed manner. The collective toast was a touching moment, bringing the scholars all together and highlighting the sense of unity within our academic community. The coffee-themed quiz was both entertaining and educational, testing our knowledge while keeping us engaged. The virtual coffee tasting session was a highlight, allowing the scholars to share stories about our favorite brews and bond over our love for coffee. The interactive “Two truths and a latte lie,” session left scholars with laughter. Overall, scholars could not be more grateful to the organizers for putting together such a fantastic event that provided a welcome break from our academic routines and allowed us to connect with our peers and professors in a meaningful way. Scholars also appreciated the event's quirky and unconventional approach. The colloquial rhetoric style infused throughout, especially in framing the event as completing the “coffee journal of ISBR,” added a unique and engaging element. This creative spin not only captured attention but also contributed to the overall enjoyment and lighthearted atmosphere of the event. Participants found this approach refreshing and innovative, making the experience memorable and enjoyable.





# COFFEE JOURNAL

Issue No. 04

## BREWING BONDS: FELLOW PROGRAM IN MANAGEMENT COFFEE CONNECTION

17 MARCH 2024 | SUNDAY

**In 2024, coffee is predicted to be 'more digital.'**

Welcome to ISBR's Coffee Journal! Here, we're mixing coffee vibes with brilliant ideas. Take a break from the usual research hustle and dive into this chill space. It's like a quick pause to recharge your brain batteries.

We believe awesome ideas often pop up over a coffee chat. Join us in creating the first-ever ISBR Coffee Journal. It is not just about sharing thoughts but also enjoying a break from the relentless pursuit of knowledge.

Let us keep it simple, fun, and make connections beyond research papers. Cheers to mixing smarts with social vibes!



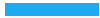
Hosted by:

ISBR BUSINESS SCHOOL  
University in  
Bengaluru, Karnataka

Online | 10:00 am

Dr M R Jhansi Rani,  
Prof. and Dy. Director





# Brewing Bonds

## Fellow Program in Management Coffee Connection

Help us complete our coffee journal...

10:00  
Sunday  
17 March 2024

MESSAGES Today

Have a coffee break with ISBR.

REMINDER

Bring your coffee with you

Close | Okay!

NEWSLETTER / EDITION 04 / 2023

**COFFEE JOURNAL** | Issue No. 04

**Fellow Program in Management**

Welcome to ISBR's Coffee Journal! Here, we're mixing coffee vibes with brilliant ideas. Take a break from the usual research hustle and dive into this chill space. It's like a quick pause to recharge your brain batteries.

Hosted by: Dr M R Jhansi Rani,  
Professor and Deputy Director,  
ISER Business School



Zoom Meeting

Recording

Sign in View

ISBR Business School Dr. M.R. Jhansi Rani NILANJAN BASU Dr. Anand Shankar Raja Elizabeth

Anoop G Sourav Choudhury Shilpa Prakash Rathod C mahaboob basha

Vinson Kunal Mitra Mustaphi Chandra Vaithy Kavitha Kothari

Premachandra Madan

Mute Stop Video Participants Chat Share Screen Record Reactions Apps Whiteboards Notes Leave

Type here to search 45% 26°C Sunny 1004 17-03-2024

Recording You are viewing ISBR Business School's screen View Options Sign in View

Brewing Bonds:  
Fellow Program in Management Coffee Connection

COFFEE JOURNAL

Shilpa C mahaboob ba... Elizabeth

Kavitha Kothari Madan

Mute Stop Video Participants Chat Share Screen Record Reactions Apps Whiteboards Notes Leave



Recording You are viewing ISBR Business School's screen View Options Sign in View

The presentation slide is titled "Icebreaker Round: Two Truths and a Latte Lie" with the subtitle "Spill the coffee grounds?". It features a definition of "coffee" as a dark, magical substance and a small illustration of a coffee cup.

The participant grid (24 participants) includes:

- ISBR Business School
- Dr. M R Jhansi Rani
- Sourav Choudhury
- Prakash Rathod
- Kunal Mitra Mustaphi
- NILANJAN BASU
- Sunita Sharma
- SAVITA RAO
- Anoop G
- Dr. Raja Sankaran
- Dr. Anand Shankar Raja
- Chandra
- Shilpa
- Vaithy
- Praveen Kamath
- Deepthi
- Premachandra
- Madan
- Divya Singh
- Krishna's iPhone
- Vinson

Participants: 24 Chat Share Screen Record Reactions Apps Whiteboards Notes Leave

Recording You are viewing ISBR Business School's screen View Options Sign in View

The presentation slide remains the same as in the first screenshot.

The participant grid (22 participants) includes:

- ISBR Business School
- Dr. M R Jhansi Rani
- Sourav Choudhury
- Prakash Rathod
- Kunal Mitra Mustaphi
- Sunita Sharma
- SAVITA RAO
- Dr. Raja Sankaran
- Dr. Anand Shankar Raja
- Chandra
- Shilpa
- Vaithy
- Deepthi
- Premachandra
- Madan
- Divya Singh
- Krishna's iPhone
- Vinson
- Praveen Kamath Kumb...
- Anoop G
- Vasu Prada

Participants: 22 Chat Share Screen Record Reactions Apps Whiteboards Notes Leave



## Research Advisory Committee (Fellow Program in Management)

<b>Date: 16/06/2024</b>	<b>Time: 10:00 AM to 11.30 AM</b>	<b>Mode: Online</b>	<b>Venue: Zoom recorded session</b>
<b>Convener</b>	Dr. M.R. Jhansi Rani, Professor & Dy. Director, ISBR Business School Bangalore		
<b>Note Taker</b>	Ms. Rishika Yadhav, Research Coordinator, ISBR Business School		
<b>Duration of Meeting</b>	1.5 Hours		
<b>Attendees</b>	Faculty Research Guides of Fellow Program in Management Research Expert Subject Experts		
<b>Agenda</b>	Research Advisory Committee (RAC) of Fellow Program in Management		

<b>Sl. No</b>	<b>Discussion Points</b>	<b>Action Taken</b>	<b>Persons/Units Responsible</b>
1	<b>Welcoming faculty members of ISBR (FPM Research Guides)</b>	General introduction about the FPM Program Difference between FPM and PhD Programs Structure of the FPM Program and accreditation criteria by AICTE / NBA/ NAAC	Detailed Presentation by Dr. M.R. Jhansi Rani
2	<b>Existing FPM Batch details and overview about the entire FPM Program</b>	<ul style="list-style-type: none"> <li>Overview about the existing batches of 2020, 2021, 2022 and 2023</li> <li>New batch FPM 2024 - and admission process from March 2024 (On-going)</li> </ul>	Detailed Presentation by Dr. M.R. Jhansi Rani



		<ul style="list-style-type: none"> <li>• Eligibility for the FPM intake and admission criteria explained</li> <li>• Encouraging ISBR Faculty members to publicize the FPM Admission brochures to their known contacts</li> <li>• Admission procedures (Application, Attachment of the research proposal, Screening part, Personal Interview) and final intake with the cross-functional team</li> </ul>	
3	<b>Research Guidance and its importance as per AICTE /UGC/AIU norms</b>	<p>Faculty members being selected as per AICTE Norms</p> <p>AIU Equivalence (PhD and FPM) and hence to fulfill both the criteria mentioned by accreditation authorities of India</p> <p>Two research papers published in reputed for assistant professors for being the research guides</p> <p>Four research papers published in reputed for Associate Professors for being a qualified research Guide for FPM</p> <p>RAC Consisting (Subject expert and Research expert) to give the best to the scholars</p>	Detailed Presentation by Dr. M.R. Jhansi Rani
4	<b>Course study and credit requirements for the FPM Scholars</b>	<p>Four courses to be completed by the research scholars</p> <p>30 credits minimum requirements as per AICTE</p> <p>Grading system or the percentage system is considered</p> <p>On completion of the course work the credit requirement seminar have to be completed</p>	Detailed Presentation by Dr. M.R. Jhansi Rani
5	<b>Submission requirements and evaluation of the thesis criteria</b>	Synopsis submission (Internal) to relook into the scholars progress with RAC committee members	Detailed Presentation by Dr. M.R. Jhansi Rani



		<p>Synopsis submission (External) with an expert from other institution who is of a reputed background and profile to provide constructive feedback to the scholars</p> <p>Submission of the thesis with approval of the research committee and senior directors knowledge</p> <p>Thesis evaluation (Indian and Foreign) along with the guides approval</p> <p>Consolidating the feedback based on external examiners feedback from the Research Guide to schedule the Viva Voce</p> <p>In case if the examiners are not approving the thesis, then then scholars are given a time extension of 1 year</p> <p>The process goes back to pre-registration of the seminar and to follow the same process in case of the denial</p> <p>In case of acceptance the Viva is conducted and the degree is conferred to the scholar “Fellow In Management”</p>	
7	<b>FPM important requirements to be considered by the scholars</b>	<p><b>Major requirements:</b></p> <ul style="list-style-type: none"> <li>● Fee payment on-time</li> <li>● Submission of the progress report to the RAC</li> <li>● Research publication mandatory</li> <li>● Taking part in SDP/FDP and other seminars</li> <li>● Paper presentation in conferences with research guides</li> <li>● Interaction - every month with research guides</li> <li>● Submission of the Log-book</li> <li>● Following the ethical research guidelines</li> <li>● Adhering to the RAC constructive feedback</li> <li>● Attending all the credit seminars, Proposal presentation, synopsis</li> </ul>	Detailed Presentation by Dr. M.R. Jhansi Rani



		<p>presentation as per the given instructions</p> <ul style="list-style-type: none"> <li>• Completion of the research work as per the requirements</li> <li>• Extension for completion in uncertainty cases</li> <li>• Post extension if the candidate is not able to complete the research then it leads to termination</li> </ul>	
8	<b>Roles and responsibilities of the research guides</b>	<p>Highlight the motto of the session (Research guidance for the scholars with interaction and motivation)</p> <p>RAC guidelines and policies explained (Roles and responsibilities):</p> <ol style="list-style-type: none"> <li>1. Guidance on direction</li> <li>2. Formulation of the research work</li> <li>3. Monitor and collect feedback</li> <li>4. RAC members is only through internal experts who will be considered as per AICTE/UGC</li> <li>5. Formation of the RAC (Subject expert and Research expert)</li> <li>6. Ensure adherence to institutional policies</li> <li>7. Contribute, collaborate and progress</li> <li>8. Practical exposure and inputs can be added with the help of the external experts for the progress of the scholars</li> </ol> <p>External committee members:</p> <ol style="list-style-type: none"> <li>1. Industrial and corporate for more insights</li> <li>2. Real world relevance</li> <li>3. To Propose constructive criticism</li> <li>4. External relevance of the research - industry driven expertise</li> </ol> <p>Note: External experts can also be given remunerations as per ISBR policy</p> <p>Research Guides can also suggest/propose external person as a Co-Guide which is subjected for the AICTE Approval</p>	Detailed Presentation by Dr. M.R. Jhansi Rani



9	<b>Showcasing the FPM ISBR Webpage</b>	<ol style="list-style-type: none"> <li>1. For the guides to know about the guidelines</li> <li>2. To know all the details from (Admission eligibility to Conferring the degree to the scholars)</li> <li>3. FPM @ ISBR pop-in for more details</li> <li>4. Research committee externals advisory board</li> <li>5. Fee Structure</li> </ol>	Detailed Presentation by Dr. M.R. Jhansi Rani
10	<b>Research Publication and requirements</b>	<p>Every scholars have to publish research articles with</p> <ul style="list-style-type: none"> <li>• UGC CARE</li> <li>• WEB OF SCIENCE</li> <li>• SCOPUS</li> <li>• ABDC</li> </ul> <p>For this process the FPM Research team along with the guide will provide 100% support to the FPM Research Scholars</p>	Explanation by Dr. Anand Shankar Raja M
11	<b>FPM Objectives and program outcomes (COURSE MODULES)</b>	<p>Course work (10 different courses being split into 3 modules) which is very important for the scholars</p> <p>Each module is for four months which is more fundamental and is more connected for the FPM Scholars to ensure that it provides basic to advanced knowledge to scholars of various background who have exposure to management subjects and also who do not have any basic exposure to management subjects</p> <p>Modules like system approach, general management will provide holistic knowledge about the basic management and also basics of research and statistics and will help the scholars gain more knowledge</p>	Detailed Presentation by Dr. M.R. Jhansi Rani



		<p>Case driven assessment will take place for the scholars as an evaluation criteria. On completion of Module 1 the scholars take up module 2</p> <p>Module 2 is stream specific credit requirements which are more specific to an area (Explained with HR area (Talent management, L &amp; D, Compensation Management)</p> <p>As a part of the module two the scholars will engage in a seminar and propose their logical connectivity between the courses explored with their research themes</p> <p>Module 3 is specific seminar - presentation on Review of Literature presentation with a motto to know about the Research gap</p> <p>The intensity of the courses will help the scholars to move to title registration after a detailed proposal presentation (With the mandatory approval of the Research Guide)</p>	
12	<b>USP introduced by ISBR Business School</b>	<p>MOOC Certification for specialization:</p> <ol style="list-style-type: none"> <li>1. Scholars are encouraged to select MOOC courses as per their specific requirements</li> <li>2. Minimum 30 hours course for each course (Three courses)</li> <li>3. 90 Hours in total with an inclination of the scholar to get the best theoretical, contemporary knowledge which will help in their research process</li> <li>4. Scholar - professor series</li> <li>5. Workshops, FDP, SDP for the progress of the scholars</li> </ol>	Detailed Presentation by Dr. M.R. Jhansi Rani





13	<b>Other details shown with documents</b>	<ul style="list-style-type: none"> <li>• Registered titles explained</li> <li>• External members list</li> <li>• Existing faculty research guides list</li> <li>• RAC committee details</li> <li>• Overview about the sample certifications</li> <li>• Coursework completed certification</li> <li>• Graduation related certificates</li> <li>• Profiles of the scholars</li> </ul>	Detailed Presentation by Dr. M.R. Jhansi Rani
14	<b>Question and Answers</b>	<p>Work experience and its requirements raised by Dr. Balaji and explanation given for the same</p> <p>Appreciations for the RAC and responsibility by Dr. Padma Mahadevan</p>	Facilitated by the team
15.	<b>Actions taken</b>	<p>The RAC Guidelines for the Research Guides with the Power Point Presentation will be shared by the Research committee</p> <p>The up-coming plans and activities will also be shared</p>	Facilitated by the team




Recording

You are viewing Dr. M R Jhansi Rani's screenView Options

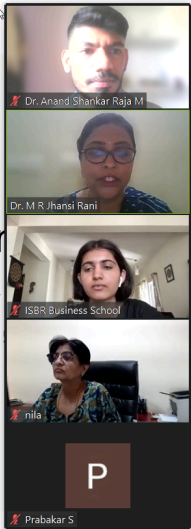
Sign inView

ISBR is an institute with International Education Standards with its first campus set up under the aegis of Bangalore Education Trust established in the year 1990.



## Fellow Program in Management (FPM) @ Business School Bangalore.



UnmuteStop Video

Participants6

Chat

Share Screen

Record

Reactions

Apps

Whiteboards

Notes


Leave

Recording


ISBR Business School REAL WORLD. REAL LEARNING.

Fellow Programme in Management (FPM) at ISBR Business School, Bangalore was launched to offer unique opportunities to those who wish to hone their research competencies with excellence.


By developing strong analytical and methodological skills, with the support of research supervisors and other academicians, scholars will be in a position to produce quality research in management.



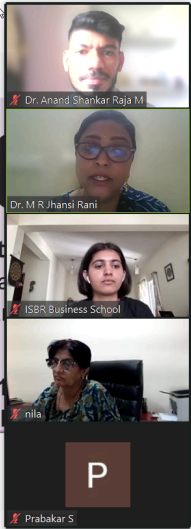
**Fellow Program in Management (FPM)**  
Launched in the year 2020



**An AICTE Approved Doctoral Level Program**



**3 Batch Total Scholars Filled 1st batch**





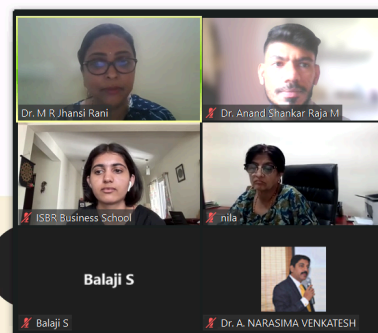
Fellow Programme in Management (FPM) at ISBR Business School, Bangalore was launched to offer unique opportunities to those who wish to hone their research competencies with excellence.

By developing strong analytical and methodological skills, with the support of research supervisors and other academicians, scholars will be in a position to produce quality research in management.

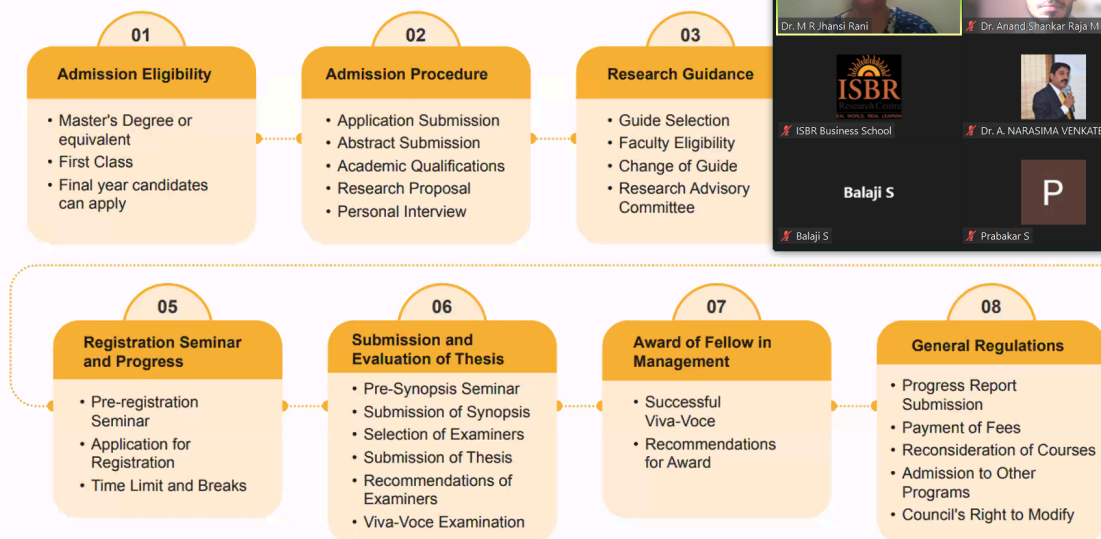
**Fellow Program  
in Management  
(FPM)**  
Launched in the  
year 2020

**An AICTE  
Approved  
Doctoral Level  
Program**

**3 Batches and  
Total No. of  
Scholars Enrolled  
80  
Filled 100% seats  
always**



## Process of Fellow Programme in Management

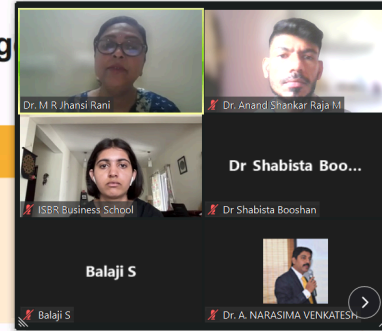




Recording



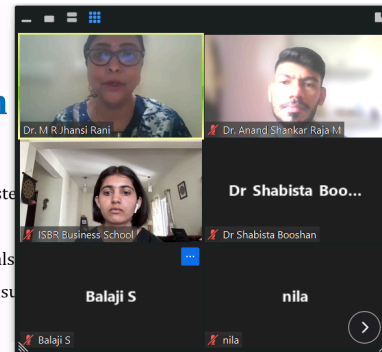
## Process of Fellow Programme in Management



Recording

## Roles and Responsibilities of Research

- **Guidance and Mentorship:** Provide academic and research guidance, foster scholarly independence.
- **Proposal Development:** Assist in developing and refining research proposals.
- **Progress Monitoring:** Regularly review and monitor research progress, ensure milestones.
- **Resource Provision:** Facilitate access to necessary resources, including data, literature, and research tools.
- **Skill Development:** Encourage development of necessary research skills, including methodologies, analysis, and writing.
- **Feedback:** Provide constructive feedback on drafts and research work.
- **Ethics Compliance:** Ensure adherence to ethical standards and research integrity.
- **Networking:** Support professional networking and collaboration opportunities within the academic and research community.









## FPM Admission Process



**3. Shortlisting for Written Test/Interview:** Shortlisted candidates are invited to participate in a written test or interview, or both. The written test may assess analytical, verbal, and quantitative skills, while the interview aims to evaluate a candidate's research interests, motivations, and fit for the program. Those who have cleared **UGC NET/KSET** need not take the Institution Level Admission Test.

**4. Written Test:** The written test could involve essay writing, case analysis, or problem-solving tasks that assess a candidate's ability to think critically and analytically.

**5. Interview:** The interview is conducted by a panel of faculty members. It focuses on a candidate's research interests, academic and professional background, career goals, and their potential contributions to the field of management research.

**6. Research Proposal Presentation:** Every candidate is required to present a research proposal during the interview. This proposal outlines the research problem, objectives, methodology, and potential contributions to the field.

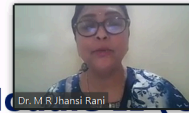
**7. Final Selection:** Based on the performance in the written test, interview, research proposal. These candidates are offered admission into the FPM program.

8

## Credit Requirement & Course Outcomes (TOTAL 30 Credits)

Particulars	Code No.	Course Title	Credits	Course Outcome
<b>Module 1</b>	FP01	Research Methodology	3	Develop advanced research skills and apply them to management studies.
	FP02	Managerial Statistics	3	Acquire a deep understanding of statistical tools and their application in managerial decision-making.
	FP03	General Management	3	Gain comprehensive knowledge of fundamental principles in general management and their relevance in organizational contexts.
	FP04	System Approach to Management	3	Understand and apply a systemic approach to problem-solving and decision-making in managerial roles.
<b>Module 2</b>	FP05	3 Stream specific Course of 3 credits each	9	Specialize in a particular stream of management and apply advanced concepts to real-world scenarios.
	FP06	Credit Seminar (General)	3	Enhance communication and presentation skills while critically analyzing and discussing general management topics.
<b>Module 3</b>	FP07	Credit Seminar (Specific)	3	Demonstrate the ability to delve into specific topics, analyze issues, and present findings in a seminar format.
	FP08	Review Paper Based on the literature on the Thesis related topic	3	Synthesize existing literature, critically analyze research, and contribute to the academic discourse in the chosen thesis-related topic.





## Personalized and Innovative Design of MOOCs (Course Work)

### 1. Integrated Learning Framework:

- A holistic approach integrating theory and practical application.
- Personalised choice of 3 Stream Specific Courses aligned with individual interests.
- Encourages diverse specializations to cater to unique career paths.

### 2. Blended Assessment Strategy:

- Combination of Internal and External Assessments for comprehensive evaluation.
- External assessments driven by quality learning and engaging Q&A sessions.

### 3. MOOCs Certification Integration:

- Embracing modern learning methods through MOOCs platforms.
- Certification program with a minimum course duration ensures depth of understanding.
- Encourages students to explore and present topics of personal and general interest.
- Structured timeline for assessments provides clear goals and milestones.

### 4. Dynamic Syllabus Creation:

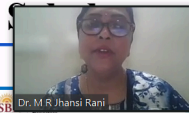
- Syllabus development based on chosen MOOCs courses.
- Flexibility to adapt to evolving industry needs and emerging trends.

### 5. Unique Approach to Credit Seminar:

- Incorporates both internal and external assessments for a comprehensive evaluation.
- Opportunity for scholars to showcase expertise and engage with expert panels.

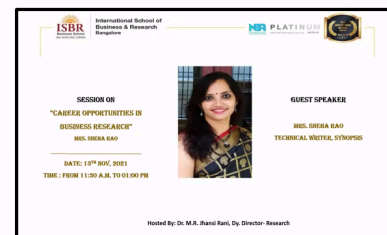
15

## Scholar-Professor Series for FPM Scholars



The Series enables the FPM Scholars to actively engage with PGDM students and junior batches of FPM through the teaching of 1 credit course.

It trains them to become future-ready academicians



32



Recording Sign in View

Dr. M. R. Jhandi Rani Dr. Anand Shankar Raja M ISBR Business School

Dr Shabista Booshan Balaji S P

Dr Shabista Booshan Balaji S Prabakar S

Padma Mahadevan Dr. A. NARASIMA VENKATESH

Unmute Stop Video Participants Chat Share Screen Record Reactions Apps Whiteboards Notes Leave

Recording Sign in

Dr. M. R. Jhandi Rani Dr. Anand Shankar Raja M ISBR Business School

Dr Shabista Booshan Balaji S P

Dr Shabista Booshan Balaji S Prabakar S

Padma Mahadevan Dr. A. NARASIMA VENKATESH



## **Fellow Program in Management**

### **Pathway to Fellow Program in Management**

#### **Webinar series for admission orientation 2024**

<b>Event</b>	<b>Pathway to the Doctoral Level Program (Fellow Program in Management)</b>
<b>Resource persons</b>	<b>Dr. M.R. Jhansi Rani, Professor &amp; Dy. Director, ISBR Business School</b> <b>Dr. Anand Shankar Raja M, Research Manager, ISBR Business School</b>
<b>Date and time</b>	<b>Sunday: 10am to 11am</b> <b>April 14<sup>th</sup> 2024</b> <b>April 20<sup>th</sup> 2024</b> <b>April 28<sup>th</sup> 2024</b> <b>May 5<sup>th</sup> 2024</b> <b>May 12<sup>th</sup> 2024</b> <b>May 19<sup>th</sup> 2024</b> <b>May 26<sup>th</sup> 2024</b>



**ISBR Business School**  
**Your Pathway to Fellow Program in  
Management (FPM) - Doctoral Level  
Program approved by AICTE**



**| Speakers |**



**Dr. M.R. Jhansi Rani**  
**Professor & Dy. Director -  
Research,  
ISBR Business School**



**Dr. Anand Shankar Raja M**  
**Manager - Research Centre -  
Assistant Professor,  
ISBR Business School**

**Date: 19TH MAY 2024 (Sunday)**  
**Mode: Online Zoom**  
**Time: 10.00 am to 10.45 am**

**Use the QR code  
to join the  
meeting:**





## Fellow Program in Management Thesis submission

*July 16th 2024 (Monday)*

Ms. Savita G Rao, Fellow Program in Management (FPM), Research Scholar, Reg. No. FPM11-2020 under the guidance of Dr. Anand Shankar Raja M, Assistant Professor and Research Manager & Dr. M.R. Jhansi Rani, Professor & Dy. Director - Research, ISBR Business School has successfully submitted her FPM thesis. The thesis is entitled “Pre-Employment Challenges Faced by Persons with Disabilities for Inclusion in IT & ITES Sector in Hyderabad”

Research Scholar	Ms. Savita G Rao
Research Guide & Research Co-guide	Dr. Anand Shankar Raja M, Assistant Professor and Research Manager (Research Guide)  Dr. M.R. Jhansi Rani, Professor & Dy. Director - Research, ISBR Business School (Research Co-guide)
FPM thesis title	Pre-Employment Challenges Faced by Persons with Disabilities for Inclusion in IT & ITES Sector in Hyderabad”
Research Advisory Committee members	RAC 1: RAC 2:
Date of FPM thesis submission	16th July 2024 (Monday)











## Fellow Program in Management Pre - Synopsis presentation

*June 1st 2024 (Saturday)*

Ms. Savita G Rao, Fellow Program in Management (FPM), Research Scholar, Reg. No. FPM11-2020 under the guidance of Dr. Anand Shankar Raja M, Assistant Professor and Research Manager & Dr. M.R. Jhansi Rani, Professor & Dy. Director - Research, ISBR Business School has successfully defended her synopsis in the Pre-synopsis presentation on June 1st 2024 (Saturday). Dr. Uma Warriar, Professor in Organizational Behaviour & Human Resource Management in Jain University, Bangalore had been invited as an external examiner.

Research Scholar	Ms. Savita G Rao
Research Guide & Research Co-guide	Dr. Anand Shankar Raja M, Assistant Professor and Research Manager (Research Guide)  Dr. M.R. Jhansi Rani, Professor & Dy. Director - Research, ISBR Business School (Research Co-guide)
FPM thesis title	Pre-Employment Challenges Faced by Persons with Disabilities for Inclusion in IT & ITES Sector in Hyderabad”
Date of FPM Pre-synopsis presentation	June 1st 2024 (Saturday)





### Attendees of the Pre-synopsis presentation of Ms. Savita G Rao

#### From the left

- Mr. Debendra Debadutta Das (FPM 01 - 2020)
- Dr. Sabishta Booshan, Associate Professor, ISBR Business School
- Dr. Lakshmi KS, Principal, ISBR Business School
- Dr. Uma Warriar, Professor (OB and HR), CMS Business School, Jain University, Bangalore
- Dr. Anand Shankar Raja M, Assistant Professor & Research Manager, ISBR Business School, Bangalore
- Ms. Savita G Rao, Fellow Program in Management, Research Scholar, ISBR Business School, Bangalore
- Dr. M.R. Jhansi Rani, Professor & Dy. Director, ISBR Business School, Bangalore
- Dr. S. Balachandar, Professor, Senior professor-HRM / Training & Development, ISBR Business School, Bangalore
- Dr. Anand Ram KS, Senior Director, ISBR Business School, Bangalore
- Mr. Narasiah B, Administrator, ISBR Business School, Bangalore
- Ms. Rishika Yadhav, FPM Coordinator, ISBR Business School, Bangalore



## Fellow Program in Management Pre - Synopsis presentation

*June 1st 2024 (Saturday)*

Miss. Devadrita Dey Sarkar, (FPM05 - 2020), Fellow Program in Management (FPM) scholar of 2020 batch under the guidance of Dr. Kanagaraj, Associate Professor, Research, ISBR Business School, Bengaluru, has successfully defended her synopsis in the Pre-synopsis presentation on June 1st 2024 (Saturday). Dr. Bhargavi V.R, Professor and Director, PG Dept. of Commerce , Seshadripuram College, Bangalore, had been invited as an external examiner.

Research Scholar	Miss. Devadrita Dey Sarkar
Research Guide & Research Co-guide	Dr. Kanagaraj, Associate Professor, Research, ISBR Business School
FPM thesis title	"Analyzing the Impact of Competitive Intelligence in the Indian Pharmaceutical Market."
Research Advisory Committee Members	RAC 1: RAC 2:
Date of FPM Pre-synopsis presentation	June 1st 2024 (Saturday)





## Attendees of the Pre-synopsis presentation of Miss. Devadrita Dey Sarkar

### From the left

- Dr. Shiba Daveskar. Associate Professor, ISBR Business School, Bangalore
- Dr. Anand Shankar Raja M, Assistant Professor & Research Manager, ISBR Business School, Bangalore
- Dr. S. Balachandar, Professor, Senior professor-HRM / Training & Development, ISBR Business School, Bangalore
- Dr. Bhargavi V.R, Professor and Director, PG Dept. of Commerce , Seshadripuram College, Bangalore
- Dr. Kanagaraj, Associate Professor, Research, ISBR Business School
- Miss. Devadrita Dey Sarkar, FPM Scholar
- Dr. Anand Ram KS, Senior Director, ISBR Business School, Bangalore
- Dr. Amrut Purohit. Registrar and Head - IQAC, ISBR Business School, Bangalore
- Dr. M.R. Jhansi Rani, Professor & Dy. Director, ISBR Business School, Bangalore
- Ms. Rishika Yadhav, FPM Coordinator, ISBR Business School, Bangalore



## Fellow Program in Management - Knowledge events

### Fellow Program in Management - Batch 2023 “Orientation and Workshop on MOOCs and Digital Learning Platforms - Module II

<b>Date of the event</b>	12th May 2024
<b>Platform</b>	Zoom online
<b>Time</b>	11.00 am to 12.00 pm
<b>Resource person</b>	Mr. Haresh R, Career Manager - IIM Bangalore
<b>Event organized by</b>	ISBR Business School

#### Contents of the meeting

The Fellow Program in Management (FPM) - Batch 2023, organized an orientation and workshop on MOOCs (Massive Open Online Courses) and digital learning platforms - Module II, on 12th May 2024, from 11:00 am to 12:00 pm on the Zoom online platform. The resource person, Mr. Haresh R, Career Manager - IIM Bangalore, provided an overview of the FPM Module II and emphasized the importance of specific credit seminars, report submission, and PPT presentations. The workshop also explored various platforms for taking up MOOC courses, including those recognized by AICTE, such as sync and async courses. The discussion also covered metrics for enrolling in MOOC courses, coping mechanisms for assignments and workshops, and research-based courses for the FPM. Additionally, the session touched upon connecting MOOCs with FPM, including free and paid courses, to enhance the research journey. The event was organized by ISBR Business School Research Centre, aiming to provide a comprehensive understanding of digital learning platforms and their application in the FPM program.



## Orientation and Workshop on MOOCs and Digital Learning Platforms - Module II

FPM 2023 batch

12 May 2024

Sunday

Time: 12:00pm to 01:00pm

### | Speakers |



**Dr. M.R. Jhansi Rani**  
Professor & Dy. Director -  
Research,  
ISBR Business School



**Dr. Anand Shankar Raja M**  
Manager - Research Centre -  
Assistant Professor,  
ISBR Business School



**Guest Speaker**

**Mr. Haresh R**  
Associate Manager  
Career Development Services  
IIM Bangalore



Zoom Meeting

Recording...

MODULE II PLANNER - FPM 2023

Participants (11)

Find a participant

Participants:

- Dr. Anand Manivannan
- Dr. M.R. Jhansi Rani
- Srikanth
- Bhavna
- Sanjeevi. V
- Dilpreet Chadha
- Kavitha Kothari
- Mohammed Saifuddin
- Pushpalatha Prameya Health
- Srikanth
- Sunit Dash

Invite Mute All

MODULE II Assessment Pattern - 3 stream specific course & Credit Seminar

Assessment	Marks	Dates
Internal Assessment (by Research Supervisor)	40 Marks	August 20 <sup>th</sup> , 2024 (On or before)
External Assessment	60 Marks	August 20 <sup>th</sup> , 2024 (On or before)
Internal Assessment (by Research Supervisor)	40 Marks	August 26 <sup>th</sup> , 2024 (On or before)
External Assessment	60 Marks	August 26 <sup>th</sup> , 2024 (On or before)

3. 3 Stream Specific Courses

Orientation and Workshop on MO...

Srikanth to Everyone 11:37

mam if possible can u login & show mooc

You to Dr. M.R. Jhansi Rani (direct mes... 11:37

Mam last page has list too

You to Everyone 11:44

1. Coursera  
2. edX  
3. Udacity  
4. Udemy  
5. FutureLearn  
6. Khan Academy  
7. LinkedIn Learning (formerly Lynda.com)  
8. Skillshare  
9. Codecademy  
10. Pluralsight  
11. Alison  
12. MIT OpenCourseWare  
13. Harvard Online Learning  
14. Google Digital Garage  
15. Stanford Online

Sanjeevi. V to Everyone 11:44

ok

Who can see your messages? Recording On

To: Everyone

Type message here...

86°F Partly sunny

Search

ENG US

11:50 12-05-2024

Zoom Meeting

Recording...

Orientation and Workshop on MO...

Srikanth to Everyone 11:37

mam if possible can u login & show mooc

You to Dr. M.R. Jhansi Rani (direct mes... 11:37

Mam last page has list too

You to Everyone 11:44

1. Coursera  
2. edX  
3. Udacity  
4. Udemy  
5. FutureLearn  
6. Khan Academy  
7. LinkedIn Learning (formerly Lynda.com)  
8. Skillshare  
9. Codecademy  
10. Pluralsight  
11. Alison  
12. MIT OpenCourseWare  
13. Harvard Online Learning  
14. Google Digital Garage  
15. Stanford Online

Sanjeevi. V to Everyone 11:44

ok

Who can see your messages? Recording On

To: Everyone

Type message here...

86°F Partly sunny

Search

ENG US

11:51 12-05-2024



Zoom Meeting

You are viewing Haresh's screen

View Options

Recording...

Dr Anand Manivannan

ISBR Business School

Haresh

Sunit Dash

ISBR

Sanjeevi's iPhone

# MOOCs and Digital Learning Platforms

Unmute

Stop Video

Security

Participants

Chat

Share Screen

Pause/stop recording

Reactions

Apps

Whiteboards

Leave

86°F Partly sunny

Search

ENG US

12:05 12-05-2024

Zoom Meeting

Recording...

ISBR Business School

Dr Anand Manivannan

Dr. M R Jhansi Rani

Bhavna

Srikanth

Pushpalatha Prameya Hebbar

Bhavna

Kavitha Kothari

Sunit Dash

Dilpreet Chadha

Mohammed Saif...

Mohammed Saifuddin

## Orientation and Workshop on MO...

Srikanth to Everyone 11:37

mam if possible can u login & show mooc

You to Dr. M R Jhansi Rani (direct mes... 11:37

Mam last page has list too

You to Everyone 11:44

1. Coursera
2. edX
3. Udacity
4. Udemy
5. FutureLearn
6. Khan Academy
7. LinkedIn Learning (formerly Lynda.com)
8. Skillshare
9. Codecademy
10. Pluralsight
11. Alison
12. MIT OpenCourseWare
13. Harvard Online Learning
14. Google Digital Garage
15. Stanford Online

Sanjeevi V to Everyone 11:44

ok

Who can see your messages? Recording On

To: Everyone w

Type message here...

86°F Partly sunny

Search

ENG US

11:51 12-05-2024



**International School of Business & Management**  
**Fellow Program in Management**  
**“Webinar on Pathway to Article Publications in Journals of High Repute”**

<b>Name of the event</b>	Webinar on Pathway to Article Publications in Journals of High Repute”
<b>Date and time</b>	August 7th 2024 - Online Zoom - Wednesday 6.00 pm to 7.30 pm
<b>Resource person name and designation</b>	Mr. Leonard Diogene Assistant Professor Department of Data analytics ISBR Business, Bangalore, Karnataka <a href="https://www.linkedin.com/in/leonard0723/">https://www.linkedin.com/in/leonard0723/</a>
<b>Organizing team</b>	Centre for Research ISBR Business School  Dr. M.R. Jhansi Rani, Professor & Dy. Director (Research), ISBR Business School  Dr. Anand Shankar Raja M, Assistant Professor & Research Manager, ISBR Business School  Miss. Rishika Yadhav, Research Coordinator, ISBR Business School
<b>Venue</b>	Online - Zoom



## Event poster



**ISBR**  
Business School  
REAL WORLD. REAL LEARNING.

# A webinar on 'Pathway to article publication in journals of high repute'

**SPEAKER**

**Prof. Leonard L**  
Assistant Professor  
Data Analytics  
ISBR Business School

**07 AUGUST 2024  
WEDNESDAY**

**Time: 18:00 P.M. - 19:00 P.M.**

Kindly join through the given link:



**Organised by FPM Team**





## **Event report:**

"Pathway to Article Publication in Journals of High Repute" conducted on August 7, 2024, at ISBR Business School, featuring Prof. Leonard L, Assistant Professor of Data Analytics. The webinar aimed to address various facets of academic publishing, offering practical insights and tools for researchers to enhance their publication success in high-impact journals.

## **Definition and Importance:**

- A research gap is an area where existing research is insufficient or incomplete. Identifying a research gap is crucial as it highlights the significance and novelty of your research, positioning it to make a meaningful contribution to the field.


## **Steps to Identify a Research Gap:**

1. Literature Review: Conduct an extensive review of current research in your area of interest.
2. Analyze Trends: Identify patterns, themes, and conclusions drawn by previous studies.
3. Consult Experts: Discuss with mentors, colleagues, and domain experts to pinpoint overlooked or underexplored areas.
4. Utilize Databases: Use academic databases and journals to find recent publications and ongoing research projects.
5. Critical Analysis: Critically assess existing research to find inconsistencies, contradictions, or unexplored angles.

## **Typical Issues Encountered:**

1. Poor Manuscript Quality: This includes issues like unclear writing, poor structure, and insufficient data.



- 
2. Lack of Novelty: Submissions that do not offer new insights or significant advancements in the field.
  3. Non-Compliance with Journal Guidelines: Failing to adhere to the journal's submission requirements, such as formatting, citation style, and length.
  4. Ethical Issues: Including plagiarism, data fabrication, and lack of proper author attribution.
  5. Inadequate Review of Literature: Submissions that do not sufficiently reference existing relevant research.
  6. Weak Methodology: Flaws in research design, data collection, and analysis methods.

### **3. SCISPACE Practical Demonstration**

#### **Overview of SCISPACE:**

- SCISPACE is an AI-powered tool designed to aid researchers in writing, analyzing, and improving their scientific papers.

#### **Features and Benefits:**

1. Manuscript Structuring: Helps in organizing the manuscript with appropriate headings, subheadings, and sections.
2. Language and Grammar Check: Provides suggestions to improve readability and correct grammatical errors.
3. Reference Management: Assists in managing citations and references according to journal guidelines.
4. Plagiarism Detection: Checks the manuscript for potential plagiarism and suggests ways to address it.
5. Collaboration Tools: Facilitates collaboration among co-authors, allowing simultaneous editing and feedback.

### **4. Fake Journals and Their Impact on Research Profile**



### **Understanding Fake Journals:**

- Fake or predatory journals are publications that charge fees to authors without providing legitimate editorial and publishing services.

### **Identifying Fake Journals:**

1. Lack of Peer Review: Fake journals often bypass the rigorous peer-review process.
2. Spam Invitations: Receiving unsolicited invitations to submit manuscripts or join editorial boards.
3. Dubious Editorial Board: Listing fake or non-existent editorial board members.
4. High Publication Fees: Charging exorbitant fees without clear justification.
5. No Indexing: Not being indexed in reputable databases like PubMed, Scopus, or Web of Science.

### **Impact on Research Profile:**


- Publishing in fake journals can damage a researcher's credibility, reduce the impact of their work, and lead to loss of funding and collaboration opportunities.

## **5. Journal Finder**

### **Tools and Platforms:**

1. Elsevier Journal Finder: Helps researchers match their manuscripts with relevant Elsevier journals.
2. Springer Journal Suggester: Recommends Springer journals based on manuscript details.



- 
3. Journal/Author Name Estimator (JANE): Uses the title and abstract to find matching journals.
  4. IEEE Publication Recommender: Assists in finding suitable IEEE journals.
  5. Wiley Journal Finder: Matches the manuscript with appropriate Wiley journals.

## **6. Opportunities and Platforms to Publish**

### **Key Platforms:**

1. Traditional Journals: High-impact journals in specific fields (e.g., Nature, Science, IEEE Transactions).
2. Open Access Journals: Journals that make articles freely available (e.g., PLOS ONE, BioMed Central).
3. Conference Proceedings: Publishing research presented at conferences (e.g., ACM, IEEE).
4. Preprint Servers: Platforms for sharing preliminary research (e.g., arXiv, SSRN).

## **7. EasyChair and Other Conference Identification Platforms**

### **EasyChair:**

- EasyChair is a popular conference management system that helps researchers find and manage conference submissions.

### **Features:**

1. Conference Listings: Browse conferences by field, date, and location.
2. Submission Management: Submit papers and track their review status.
3. Review Process: Manage the peer-review process for conference submissions.



## Other Platforms:

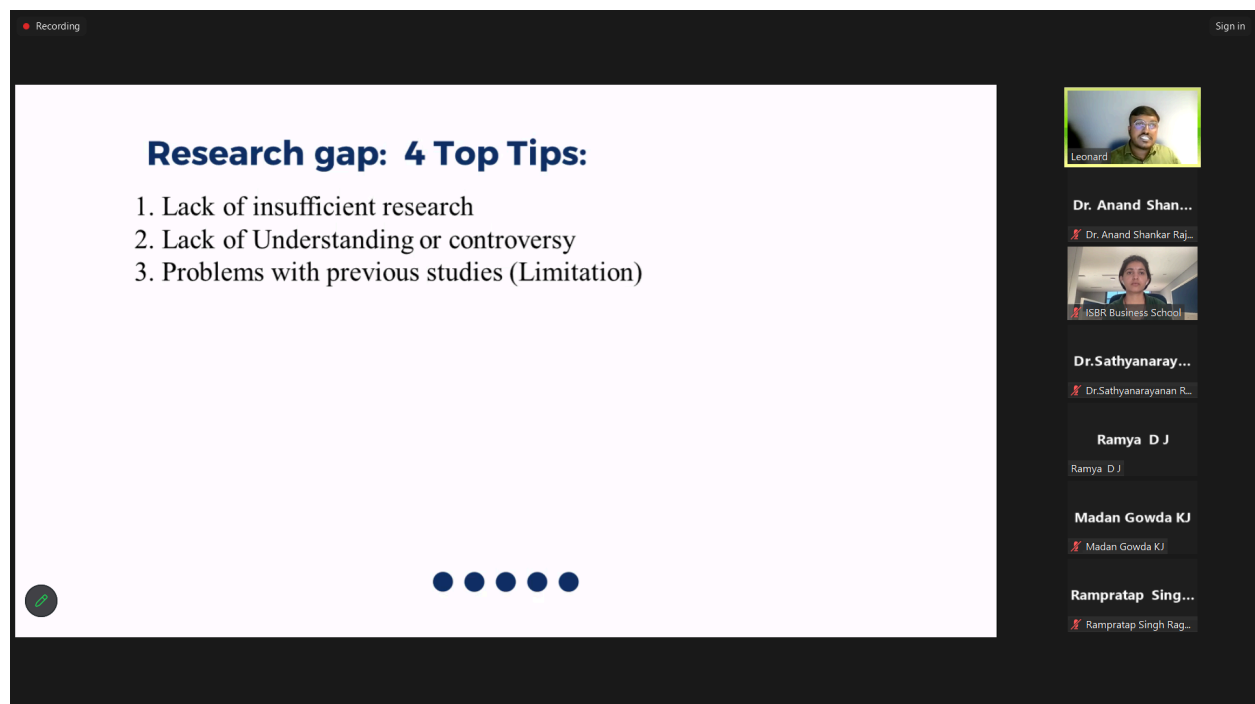
1. ConfBay: A global database of academic conferences.
2. AllConferences.com: Lists conferences by category and location.
3. PaperCrowd: A researcher-friendly platform for finding and promoting conferences.

## 8. AI Tools for Research and Prompts

### Key AI Tools:

1. Grammarly: For grammar and style checks.
2. QuillBot: For paraphrasing and summarizing.
3. Mendeley: For reference management and collaboration.
4. Zotero: For collecting, organizing, and citing research.
5. EndNote: For managing bibliographies and references.

## Event screenshots:





Recording You are viewing Leonard's screen View Options Sign in View

arya2015 (1).pdf boom-et-al-2019-a-syste cordero-lewis-2023-how lemon2016 (1).pdf Strategic Management J... +

File C:/Users/HP-PC/Downloads/FPM%20FDP/arya2015%20(1).pdf

1 of 12

© 2014 Elsevier Ltd. All rights reserved.

### Introduction

In his now-viral TED talk ("The Way We Think About Charity is Dead Wrong"), Dan Pallotta provided a voice to many in the nonprofit sector who view the reliance on accounting-based performance measures for non-governmental organizations (NGOs) to be detrimental to their overall effectiveness. The viewpoint, elaborated upon in books by Pallotta (2010), Stern (2013), and others, is that by developing an imperfect picture of how much of a nonprofit's resources are devoted to its mission, the functional classification of expenses has become a key focus of outsiders' evaluation of NGOs and their executives; this focus, in turn, incentivizes executives to cut key investments in fundraising and advertising. Despite the almost universal acceptance of this view and concomitant disdain for accounting performance measures in the nonprofit community (even spawning the "Overhead Myth" movement to discredit reliance on accounting measures), **there has been little or no formal analysis of the viewpoint.**

\* Corresponding author.  
<http://dx.doi.org/10.1016/j.aos.2014.10.002>  
0361-3682/© 2014 Elsevier Ltd. All rights reserved.

In this paper, we present a parsimonious model of nonprofit executives' incentives in order to examine the consequences of reliance on accounting-based performance measures. The model captures two key elements: (i) to the extent that nonprofit executives are driven by extrinsic motivation, such incentives are typically not due to explicit pay arrangements but rather an incentive to influence external perceptions; and (ii) the primary accounting performance measure that is critical and unique to nonprofits is the functional classification of expenses, which provides an assessment of the portion of expenses attributable to achieving an organization's mission, i.e., the program expenses.

Our setting provides a formal analysis of actions nonprofit executives are incentivized to undertake when at least part of their motivation is driven by a desire to boost market perceptions of their effectiveness. Consistent with intuition, we show that the more the market values the ability to generate revenues and/or the more executives can benefit from administrative perquisites, the more focus executives place on efforts to generate revenues. Similarly, the more the market values the ability to efficiently focus

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Dr. Sathyanaray...

Dr. Sathyanarayanan R...

USERRekha S G

USERRekha S G

Ramya D J

Ramya D J

Madan Gowda KJ

Madan Gowda KJ

Unmute Start Video Participants Chat Share Screen Record Reactions Apps Whiteboards Notes Leave

Recording

arya2015 (1).pdf boom-et-al-2019-a-syste cordero-lewis-2023-how lemon2016 (1).pdf Strategic Management J... +

File C:/Users/HP-PC/Downloads/FPM%20FDP/Strategic%20Management%20Journal%20-%202023%20-%20Taeuscher%20(1).pdf

1 of 34

DOI: 10.1002/smj.3554

SMS Strategic Management Journal WILEY

## RESEARCH ARTICLE

# Entrepreneurial framing: How category dynamics shape the effectiveness of linguistic frames

Karl Taeuscher<sup>1</sup> | Hannes Rothe<sup>2</sup>

<sup>1</sup>Alliance Manchester Business School,  
University of Manchester,  
Manchester, UK

### Abstract

Research Summary: How do new entrepreneurial

24°C Mostly cloudy 6:19 PM 8/7/2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Dr. Sathyanaray...

Dr. Sathyanarayanan R...

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

SCISPAC

Papers (20)

Journal Article • DOI ID

How marketers influence product platform decisions: A configurational approach

Edwin J. Ngweni • 1 more

21 Jan 2024 • Journal of Product Innovation Management

Chat with Paper

Journal Article • DOI ID

Influencer Quality in Promoting Perspectives Products

Mito Fransiska • 4 more

20 Apr 2024 • Syntax Idea

Chat with Paper

Open access • Journal Article • DOI ID

Influencer Marketing Affect Consumer Purchase Decisions On

Influencer impact on actual sales not directly measured

Search Gap

No single optimal solution identified. Limited research on political behavior in product platform decisions.

Influencer quality impact on brand image not explored. Limited focus on long-term effects of influencer collaborations.

Influencer impact on actual sales not directly measured

Create or add columns

Create your own custom column or select from the list of suggestions

Create new column

+ TLDR

+ Summarized Abstract

+ Results

+ Summarized Introduction

+ Literature Survey

+ Limitations

+ Contributions

+ Practical Implications

+ Objectives

Chat with Paper

Type here to search

Search

ENG US

18:29

07-08-2024

Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Dr. Sathyanaray...

Dr. Sathyanarayanan R...

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

Open

This PC > Downloads > FPM FDP

Search FPM FDP

File name

Date modified

Type

Size

ayya2015 (1)

8/7/2024 12:33 PM

Microsoft Edge P...

699 KB

been et al 2019 a systematic review of...

8/7/2024 12:38 PM

Microsoft Edge P...

162 KB

costine-leone-2023-how-deer-regenerat...

8/7/2024 12:38 PM

Microsoft Edge P...

7,719 KB

venues2014 (1)

8/7/2024 12:38 PM

Microsoft Edge P...

487 KB

Strategic Management Journal - 2023 - T...

8/7/2024 12:41 PM

Microsoft Edge P...

3,063 KB

File name

PDF File

Open

Cancel

Chat with PDF

My Library

Create or add columns

Create your own custom column or select from the list of suggestions

Create new column

Select a file to preview

Summarized Abstract

Summarized Introduction

Literature Survey

Limitations

Contributions

Practical Implications

Future Research

Dependent Variables

Chat with Paper

Type here to search

Search

ENG US

18:30

07-08-2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

18:34 07-08-2024

20 min delay

Jiganti Ring Road

Search

sci-hub

enter your reference

Open

science for the people

database about Elbakyan stats donate

language English 简体中文 Русский Português

latest reads

16:04:25 Production of recombinant proteins in Escherichia coli / Genetics and Molecular Biology / Schumann, 2004

16:04:25 Prostate cancer screening with prostate-specific antigen (PSA) test: a systematic review and meta-analysis / BMJ / Li, 2018

16:04:25 Autoencoder Based Network Anomaly Detection / 2020 IEEE International Conference on Technology, Engineering, Management for Societal Impact using Marketing, Entrepreneurship and Talent (TEMSEIT) / Ganes, 2020

16:04:25 Effects of sintering temperature on microstructure and properties of low-grade bauxite based ceramic proppant / Int J Appl Ceram Technol / Ding, 2021

16:04:25 DNA epigenome editing using CRISPR-Cas SunTag-directed DNMT3A / Genome Biol / Huang, 2017

Type here to search

24°C Mostly cloudy

18:34 07-08-2024

Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

18:35 07-08-2024

20 min delay

Jiganti Ring Road

Search

SciSpace: Do hours of research in minutes

chrome-extension://opcdgppemcnshjdjmkjmhliick/pdfviewer.html?file=http%3A%2F%2Fwww.researchgate.net...

140%

Chat Literature Review

Standard High Quality

Suggestions (13 results)

- Explain Abstract of this paper
- What are the contributions of this paper
- Explain the practical implications of this paper
- Summarise introduction of this paper
- Literature survey of this paper
- Methods used in this paper
- Brainstorm Questions

Write your question...

24°C Mostly cloudy

18:35 07-08-2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Journal Finder

Find journals

About

Search

Chat: Literature Review

Scispace: Getting ready to answer your questions...

Find the right journal for your research

Looking for the best journal match for your paper?  
Search the world's leading source of academic journals using your abstract or your keywords and other details.

> More on how it works

☒ Match my abstract ☐ Search by keywords, aims & scope, journal title, etc...

Enter your abstract

Please enter abstract

Maximum 5,000 characters

Find journals >

Check if you're eligible for open access (OA) savings.

Leonard

Dr. Anand Shankar Raj...

Dr. Anand Shankar Raj...

ISBR Business School

C

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

Search

ENG US

18:35 07-08-2024

Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

EasyChair Smart CFP

Home New CFP My CFPs Watchlist

Search

EasyChair Smart CFP

Smart CFP is an environment in EasyChair allowing conference organisers to publish conference calls for papers and authors find calls relevant to them. It is integrated with the rest of EasyChair.

Organizers:

- ⇒ Create a nicely looking CFP in a few minutes.
- ⇒ Choose among a number of templates and upload your conference logo.
- ⇒ Make your CFPs available to nearly 2 million EasyChair users.
- ⇒ View analytics, including users and bots accessing and following your CFPs.

All EasyChair users:

- ⇒ Build a watchlist of CFPs and view/download it in various formats
- ⇒ Search for relevant CFPs.

Other CFP views: ☒ New CFPs ☐ By area ☐ By country ☐ Topics ☐ Random CFPs

New CFPs

Showing all entries of 222 (1 to 222)

Acronym	Name	Location	Submission deadline	Start date	Topics
AIICDS27	The 57th Annual International Conference				data science management and data science

Leonard

Dr. Anand Shankar Raj...

Dr. Anand Shankar Raj...

ISBR Business School

C

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

Search

ENG US

18:38 07-08-2024



Zoom Meeting    You are viewing Leonard's screen    View Options    Sign in    View

Recording

**Journal Details Scopus Non-Indexing**

S.No	Journal Name	Category
1	Education Administration Theory and Practice	Q4
2	Community Practitioner	Q4
3	Migration Letters	Q2
4	International Journal of Intelligent Systems and Applications in Engineering	Q4
5	Utilitas Mathematica Journal	Q4
6	Journal of law and sustainable development	Q2

**Journal Details Scopus Indexing**

S.No	Journal Name	Category
1	IEEE Xplore	Q1
2	International Journal of Religion	Q3

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Ganga mulge

USERRekha S G

USERRekha S G

Kunal Mitra Mustaphi

Vinsh Jos

Sourav Choudhury

Dr.Sathyanaray...

Dr.Sathyanarayanan R...

Babu P.Mathew

Chandra Sekhar

Rampratap Sing...

Rampratap Singh Rag...

Ramya D J

Shakthi Roshini

943 9222 6293

Ramya D J

Shakthi Roshini

943 9222 6293

Kavitha Kothari

SAUMYA

Unmute    Start Video    Participants    Chat    Share Screen    Record    Reactions    Apps    Whiteboards    Notes    Leave

24°C Mostly cloudy    Search    18:50 07-08-2024





## Resource person profile

### Biography of Prof. Leonard L

Name: Leonard Diogene

Current Position: Assistant Professor, Economics and Analytics, ISBR Business School, Bengaluru, Karnataka, India

Contact Information:

- Address: No.10, Pavendar Street, Sanjay Gandhi Nagar, Pondicherry- 605011
- Mobile: 9042871935
- Email: leonard07101995@gmail.com
- LinkedIn: [Leonard0723](#)

Profile Summary: Prof. Leonard L is a dedicated academic with a robust background in economics and data analytics. Known for his passion for teaching and research, he brings extensive experience in delivering engaging lectures, conducting cutting-edge research, and mentoring students. Prof. Leonard is committed to staying updated with the latest developments in his field and integrates real-world examples into his curriculum to enhance learning. He is adept at creating a supportive and inclusive learning environment that encourages active participation and fosters intellectual growth.

Educational Background:

- Research Methodology and Quantitative Methods, Indian Institute of Management, Indore (April 2023)
- Master's Degree in Economics, Pondicherry University (2014 - 2019)
- High School Diploma in Biology, Don Bosco Matriculation Higher Secondary School (April 2012 - May 2014)

Professional Experience:



- Assistant Professor, ISBR Business School, Bengaluru, Karnataka, India (May 2023 - Present)
  - Responsible for teaching courses in economics and analytics.
  - Engages in research activities and publishes findings in reputed journals.
  - Mentors students and supports their academic growth.
- Senior Research Associate, ISBR Business School, Bengaluru, Karnataka, India (December 2021 - April 2023)
  - Conducted advanced research in economics and data analytics.
  - Collaborated with faculty on various research projects and publications.
- Research Assistant, Pandit Jawaharlal Nehru College of Agriculture and Research Institute, Karaikal, Puducherry, India (June 2020 - August 2021)
  - Analyzed primary and secondary data.
  - Wrote detailed reports and reviewed academic articles.

#### Publications:

1. Linking Farmers with Markets through ICT Tools, Agricultural Marketing in India
2. Gig: A Trending Hybrid Work Life
3. Merger & Acquisition Activities in India: Challenges and Legal Issues Faced by Companies
4. Entrepreneurship Innovation and Start-Ups (Editor)

#### Patents:

1. An Economic Analysis of Micro-Irrigation Development in India
2. A Method for Analyzing the Future of Algo Trading Considering Its Growth in Indian Markets

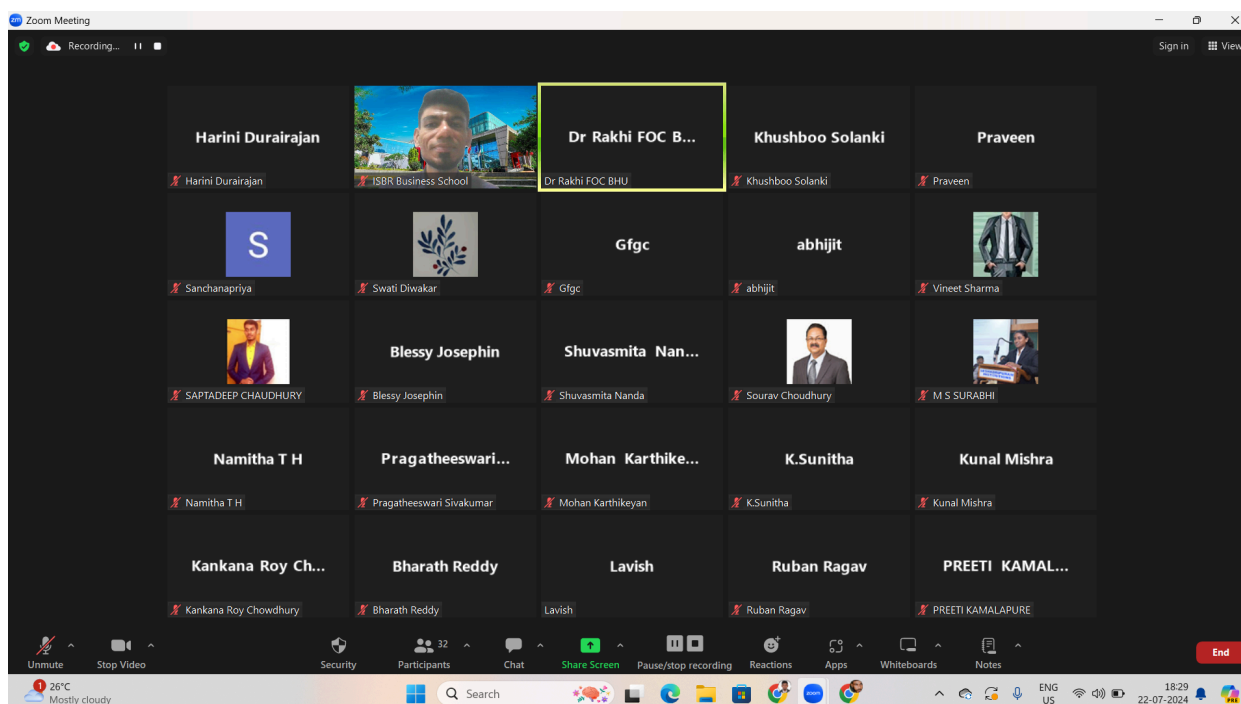
Prof. Leonard L's extensive background and expertise in economics and analytics make him a valuable resource in the academic community. His contributions to research and his commitment to teaching excellence are reflected in his work and the success of his students.



## ISBR Business School, Bangalore, Electronics City

### Student Development Program

Topic	How to Begin Research from the scratch
Time	6.00 pm to 8.00 pm (IST)
Resource Person	Dr Rakhi Gupta Assistant Professor, Faculty of Commerce Banaras Hindu University Varanasi, Uttar Pradesh





Zoom Meeting You are viewing Dr Rakhi FOC BHU's screen View Options

ISBR NILANJAN BASU Praveen Dr Rakhi FOC B... Farhana PR Swati

Recording...

## CHARACTERISTICS OF RESEARCH...

- Objectivity- It must answer the research questions
- Replicable- reproducible
- Transmittable
- Quality control- Accurate measurements
- All well designed and conducted research has potential application

Unmute Start Video Security Participants 37 Chat Share Screen Pause/stop recording Reactions Apps Whiteboards Notes End

25°C Mostly cloudy Search ENG US 18:43 22-07-2024

Zoom Meeting Recording... Sign in

SDP (DAY 1) - How to Begin Resea... Today

You to Everyone 17:52  
Dear all we will begin by 6.25 pm

Kankana Roy Chowdhury to Everyone 17:53  
Okay  
Thank you for the information

You to Everyone 18:10  
Dear all we will begin by 6.25

New messages

Swati Diwakar to Everyone 18:30  
Hi Swati here,  
I have just joined the FPM program  
Since I am traveling I thought it would be better to type my introduction  
I head strategy, content and curriculum for an automation company

Who can see your messages? Recording On

To: Everyone  
Type message here...

Harini Durairajan Dr Rakhi FOC B... Khushboo Solanki Praveen

Sanchanapriya Swati Diwakar Lavish Kunal Mishra Gfgc

abhijit Vineet Sharma SAPTADEEP CHAUDHURY Blessy Josephin Shuvasmitha Nan...

Sourav Choudhury M.S SURABHI Namitha T H Pragatheeswari... Mohan Karthike...

K.Sunitha Kankana Roy Ch... Bharath Reddy Ruban Ragav PREETI KAMAL...

26°C Mostly cloudy Search ENG US 18:30 22-07-2024







Zoom Meeting

Recording...

Sign in

Harini Durairajan

Dr Rakhi FOC B...

Khushboo Solanki

Praveen

Sanchanapriya

Swati Diwakar

Lavish

Kunal Mishra

abhihit

Gfgc

Vineet Sharma

Blessy Josephin

Shuvamita Nan...

Sourav Choudhury

M S SURABHI

Namitha T H

Pragatheeswari...

Mohan Karthike...

K.Sunitha

Kankana Roy Ch...

Bharath Reddy

Ruban Ragav

PREETI KAMAL...

SDP (DAY 1) - How to Begin Resea...

Today

You to Everyone 17:52

Dear all we will begin by 6.25 pm

Kankana Roy Chowdhury to Everyone 17:53

Okay Thank you for the information

You to Everyone 18:10

Dear all we will begin by 6.25

New messages

Swati Diwakar to Everyone 18:30

Hi Swati here, I have just joined the FPM program Since I am traveling I thought it would be better to type my introduction

I head strategy, content and curriculum for an automation company

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:32 22-07-2024

Zoom Meeting

You are viewing Dr Rakhi FOC BHU's screen

View Options

ISBR Business School

abhihit

Kunal Mishra

Dr Rakhi FOC B...

SAPTADEEP CHAUDH...

Lavish

Recording...

DR Rakhi Gupta  
M.com, LLB, FDPM IIMA 2011, UGC  
Net, PGJMC, Ph.D  
Asst Prof, Faculty of Commerce  
Banaras Hindu University BHU  
Varanasi  
9839183940  
rakhigupta15@gmail.com

Introduction to  
Research  
Methodology

Unmute

Start Video

Security

Participants 35

Chat

Share Screen

Reactions

Apps

Whiteboards

Notes

More

End

SDP (DAY 1) - How to Begin Resea...

Today

You to Everyone 17:52

Dear all we will begin by 6.25 pm

Kankana Roy Chowdhury to Everyone 17:53

Okay Thank you for the information

You to Everyone 18:10

Dear all we will begin by 6.25

New messages

Swati Diwakar to Everyone 18:30

Hi Swati here, I have just joined the FPM program Since I am traveling I thought it would be better to type my introduction

I head strategy, content and curriculum for an automation company

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:33 22-07-2024



Zoom Meeting You are viewing Dr Rakhi FOC BHU's screen View Options

ISBR Business School NILANJAN BASU abhijit Kunal Mishra Dr Rakhi FOC B... SAPTADEEP CHAUDH...

# Why do research?...

- Validate intuition
- Improve methods
- Demands of the Job
- For publication/patent

Unmute Start Video Security 37 Participants Chat Share Screen Pause/stop recording Reactions Apps Whiteboards Notes End

26°C Mostly cloudy Search 18:37 22-07-2024

Zoom Meeting You are viewing Dr Rakhi FOC BHU's screen View Options

ISBR Business School NILANJAN BASU Praveen Dr Rakhi FOC B... Farhana PR Rampratap Sing...

Not hearing anything? Turn up volume x 22 July 2024

# Words Like

To Assess, To find, To verify, To describe, To Establish  
To Identify  
To Compare  
To Measure  
To Investigate  
To Collect  
To Determine  
To Evaluate  
To Assess

SDP (DAY 1) - How to Begin Resea... x

You to Everyone 18:10  
Dear all we will begin by 6.25

Swati Diwakar to Everyone 18:30  
Hi Swati here,  
I have just joined the FPM program  
Since I am traveling I thought it would be better to type my introduction  
I head strategy, content and curriculum for an automation company

New messages

SAUMYA to Everyone 18:45  
FDP ON Systematic literature Review

You to SAUMYA (direct message) 18:46  
Sure we will conduct one on FDP ON Systematic literature Review

Who can see your messages? Recording On

To: SAUMYA (direct message)  
Type message here...

Unmute Start Video Security 37 Participants Chat Share Screen Reactions Apps Whiteboards Notes More End

25°C Mostly cloudy Search 19:06 22-07-2024





## Introduction

The workshop on "How to Begin Research from Scratch" was conducted by Dr. Rakhi Gupta, Assistant Professor at the Faculty of Commerce, Banaras Hindu University, Varanasi. The session was aimed at providing participants with foundational knowledge and practical steps to initiate research projects effectively.

## Workshop Overview

### Key Topics Covered

1. **Understanding Research:**
  - Definition and importance of research.
  - Types of research: qualitative vs. quantitative.
2. **Choosing a Research Topic:**
  - Identifying areas of interest.
  - Aligning research topics with academic and professional goals.
  - Evaluating the feasibility of research topics.
3. **Formulating Research Questions:**
  - Characteristics of good research questions.
  - Techniques to refine broad topics into specific research questions.
4. **Conducting Literature Review:**
  - Importance of a literature review in research.
  - Sources of literature: books, journals, online databases.
  - How to organize and synthesize literature findings.
5. **Research Methodology:**
  - Overview of various research methodologies.
  - Selecting appropriate methods for data collection and analysis.
  - Ethical considerations in research.
6. **Data Collection and Analysis:**
  - Primary vs. secondary data.
  - Tools and techniques for data collection.
  - Basic data analysis methods and software.
7. **Writing and Presenting Research:**
  - Structuring a research paper or thesis.
  - Academic writing tips and referencing styles.
  - Effective presentation of research findings.





## **Detailed Insights**

### **Understanding Research**

Dr. Rakhi Gupta emphasized the critical role research plays in academic and professional development. She highlighted that research is a systematic investigation aimed at discovering and interpreting facts. The difference between qualitative and quantitative research was clarified, with examples to illustrate their applications.

### **Choosing a Research Topic**

Participants were guided on how to select a research topic that aligns with their interests and academic goals. Dr. Gupta stressed the importance of choosing a topic that is not only interesting but also feasible in terms of resources and time. She provided a checklist to evaluate potential research topics, ensuring they meet criteria such as relevance, originality, and scope.

### **Formulating Research Questions**

Dr. Gupta demonstrated the process of narrowing down broad topics into specific research questions. She explained that good research questions should be clear, focused, and researchable. Interactive exercises helped participants practice formulating and refining their research questions.

### **Conducting Literature Review**

The session included a comprehensive guide on conducting literature reviews. Dr. Gupta discussed the significance of reviewing existing literature to understand the current state of knowledge and identify gaps. She shared strategies for finding relevant literature and organizing the information systematically.

### **Research Methodology**

Various research methodologies were introduced, with discussions on their suitability for different types of research questions. Dr. Gupta provided insights into qualitative methods like interviews and focus groups, as well as quantitative methods like surveys and experiments. Ethical considerations, such as obtaining consent and ensuring confidentiality, were also covered.

### **Data Collection and Analysis**



Dr. Gupta outlined the differences between primary and secondary data, offering examples of data collection tools and techniques. Basic data analysis methods were introduced, along with an overview of software tools commonly used in data analysis, such as SPSS and NVivo.

### **Writing and Presenting Research**

The final segment focused on the writing and presentation of research findings. Dr. Gupta shared tips on structuring research papers and theses, maintaining academic integrity through proper referencing, and presenting research in a clear and compelling manner. Participants learned about different referencing styles, such as APA and MLA, and received advice on avoiding plagiarism.

### **Conclusion**

The workshop provided a comprehensive roadmap for beginning research from scratch. Dr. Rakhi Gupta's expertise and practical guidance equipped participants with the essential tools and confidence to embark on their research journeys. The interactive sessions and real-world examples made the workshop highly engaging and informative. Participants left with a clear understanding of the research process, from selecting a topic to presenting findings. The workshop was a valuable opportunity for aspiring researchers to gain foundational knowledge and practical skills.






### **ISBR Business School, Bangalore, Electronics City Student Development Program**

Topic	Importance of search engines and search strategies for a successful research journey
Time	6.00 pm to 8.00 pm (IST)
Resource Person	Dr. N. Gayathri Assistant Professor Department of Management Studies Kumaraguru College of Liberal Arts and Science, Coimbatore, India






Recording... ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) x

# Session Overview

-  Introduction to academic databases
-  Boolean operators and search strategies
-  Filtering and refining search results
-  Hands-on practice
-  Q&A

Zoom Meeting You are viewing gayathri's screen View Options ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) x Sign in View

## Introduction to Academic Databases

-  Essential tools for finding scholarly articles
-  Access to peer-reviewed research
-  Examples include PubMed Scopus

<b>gayathri</b> gayathri	<b>ISBR</b> ISBR Business School	<b>saumya</b> saumya
<b>Namitha T H</b> Namitha T H	<b>Lavish</b> Lavish	<b>Mohan Karthikeyan</b> Mohan Karthikeyan
<b>A</b> Arya Hardas	<b>Sanchanapriya</b> Sanchanapriya	<b>SAPTADEEP GHAUDH...</b> SAPTADEEP GHAUDH...
<b>M S SURABHI</b> M S SURABHI	<b>Kankana Roy Ch...</b> Kankana Roy Chowdh...	<b>Babu P. Mathew</b> Babu P. Mathew
<b>Sourav Choudhury</b> Sourav Choudhury	<b>premachandra rg</b> premachandra rg	<b>Bharath Reddy</b> Bharath Reddy
<b>Shuvasmitha Nan...</b> Shuvasmitha Nanda	<b>Naman Chauhan</b> Naman Chauhan	<b>Pragatheswari...</b> Pragatheswari Sivaku...

Unmute Start Video Security Participants 27 Chat 1 Share Screen Pause/stop recording Reactions Apps Whiteboards Notes Leave


27°C Mostly cloudy Search ENG US 18:16 23-07-2024






Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)



-  Comprehensive abstract and citation database
-  Covers multiple disciplines
-  Known for citation analysis tools

**gayathri**

saumya

**Namitha T H**

Lavish

Mohan Karthikeyan

Arya Hardas

Sanchanapriya

SAPTADEEP CHAUDH...

M S SURABHI

Kankana Roy Chowdh...

SDP (DAY 2) - Research Database ...

Today

New messages

**RS** Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Who can see your messages? Recording On

To: **Everyone**

Type message here...

27°C Mostly cloudy

Search

ENG US

18:18 23-07-2024


Zoom Meeting

Recording...


ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)

### Boolean Operators and Search Strategies


- Using Boolean operators: AND, OR, NOT
- Importance of keywords
- Truncation and phrase searching



**AND**



**OR**



**NOT**

**gayathri**

saumya

**Namitha T H**

Lavish

Mohan Karthikeyan

Arya Hardas

Sanchanapriya

SAPTADEEP CHAUDH...

M S SURABHI

Kankana Roy Chowdh...



Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share

Reclaim Host Stay Co-Host

Sign in

### Keywords and Truncation

- Selecting relevant business terms
- Using symbols like \* for variations
- Example: "market\*" for "marketing," "market," "marketing strategies"

gayathri

ISBR Business School

Manju Priya R

Ishwarya J

Namitha T H

Lavish

Mohan Karthikeyan

Arya Hardas

Sanchanapriya

SAPTADEEP CHAUDH...

SDP (DAY 2) - Research Database ...

Today

New messages

Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:32 23-07-2024

Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share

Reclaim Host Stay Co-Host

Sign in

### Additional Filters

FILTERING BY AUTHOR, AFFILIATION, LANGUAGE, ETC

ENHANCING PRECISION IN SEARCHES

gayathri

ISBR Business School

Ishwarya J

Namitha T H

Lavish

Mohan Karthikeyan

Arya Hardas

Sanchanapriya

SAPTADEEP CHAUDH...

Kankana Roy Ch...

Kankana Roy Chowdh...

SDP (DAY 2) - Research Database ...

Today

New messages

Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:39 23-07-2024



Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)

gayathri	ISBR Business School	saumya	Ishwarya J	Sanath Kothari
Namitha T H	Lavish	Mohan Karthikeyan	Arya Hadas	Sanchanapriya
SAPTADEEP CHAUDHURY	M S SURABHI	Kankana Roy Chowdhury	Babu P. Mathew	Sourav Choudhury
premachandra rg	Bharath Reddy	Shuvasmitha Nanda	Pragatheeswari Sivakumar	abhijit
Blessy Josephin	NILANJAN BASU	Aditi Bhatia	Rampratap Singh Raghav	Ashish Singh

Top videos today  
She is SO fast!

SDP (DAY 2) - Research Database ...

Today

New messages

Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Who can see your messages? Recording On

To: Everyone

Type message here...

23 July 2024

ENG US 18:40 23-07-2024

Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)

gayathri	ISBR Business School	saumya	Ishwarya J	Namitha T H
saumya	Ishwarya J	Sanath Kothari	Lavish	Mohan Karthikeyan
Arya Hadas	Sanchanapriya	SAPTADEEP CHAUDH...	M S SURABHI	

Google Scholar

Novel 2024 Scholar Metrics Released

Recommended articles

- An evaluation of online food delivery application: fuzzy analytical hierarchy process  
NIR Abdulah, M Mendi Auri, R Jusar, Nk Hassanudin  
Mathematical Sciences and Informatics Journal (MSIJ) - 3 days ago
- Pengaruh Pengaruh Time saving, Money Saving, Percepatan dan Kemudahan Penggunaan Terhadap Kepuasan Menggunakan Online Food Delivery Services pada Aplikasi Grab-Food dan Go...  
D Mulyaningtyas, RZ Husnawati, M Syarifin, AIE Mulayana  
Jurnal Bicara Mahasiswa - 25 days ago
- Review of Silk, Jonathan A., and Stefano Zuccheri, eds. 2022. Chinese Buddhism and the Scholarship of Erik Zürcher. Leiden and Boston: Brill  
J. Chaudhary  
unportal.univ.ac.id - 18 days ago
- A study on customer perceptions of online food delivery apps in Chennai, India, comparing restaurant and home-made

SDP (DAY 2) - Research Database ...

Today

New messages

Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Swati Diwakar to Everyone 18:41

Looking forward to hands-on session

Who can see your messages? Recording On

To: Everyone

Type message here...

23 July 2024

ENG US 18:42 23-07-2024



Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)

SDP (DAY 2) - Research Database ...

Today

New messages

Rampratap Singh Raghav to Everyone 18:16

To provide the literature on particular topic

Swati Diwakar to Everyone 18:41

Looking forward to hands-on session

saumya to Everyone 18:43

ESG

You to Everyone 18:43

Effect of Gen AI on Product Development in India

saumya to Everyone 18:51

NO

Who can see your messages? Recording On

To: Everyone

Type message here...

OneDrive - Personal Signing in

26°C Mostly cloudy

Search

www.research-database.com

Welcome to a more intuitive and efficient search experience. See what is new

Advanced query

Save search

Set search alert

Edit in advanced search

Documents

507 documents found

Document title

Authors

Score

Year

Custom

1

Supply chain ESG and non-financial corporate shadow banking: Evidence from China

Zhao, C., Gan, Z., Xu, Z.

Finance Research Letters, 2024

66, 105682

0

2

Internal monitoring mechanisms and corporate environmental and social performance: Evidence from Korea

Lee, N.G., Han, S.H., Kim, H.J.

Research in International Business and Finance

71, 103404

0

Filters

Year

Range

Individual

gayathri

saumya

Ishwarya J

Namitha T H

Lavish

Arya Hardas

SAPTADEEP CHAUDH...

M S SURABHI

Kankana Roy Ch...

Kankana Roy Chowdh...

Zoom Meeting

Recording...

ISBR Business School is currently host. Reclaiming host may disrupt breakout rooms, polls, and screen share [Reclaim Host](#) [Stay Co-Host](#) [Sign in](#)

SDP (DAY 2) - Research Database ...

To provide the literature on particular topic

Swati Diwakar to Everyone 18:41

Looking forward to hands-on session

saumya to Everyone 18:43

ESG

You to Everyone 18:43

Effect of Gen AI on Product Development in India

saumya to Everyone 18:51

NO

saumya to Everyone 19:20

Yes Ma'am, u can proceed

saumya to Everyone 19:34

Thanks Ma'am

Babu P. Mathew to Everyone 19:35

Thank you very much ma'am for the good session...

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

gayathri

ISBR Business School

saumya

Swati Diwakar

Ishwarya J

Namitha T H

Lavish

Mohan Karthikeyan

Arya Hardas

SAPTADEEP CHAUDHURY

M S SURABHI

Kankana Roy Ch...

Kankana Roy Chowdhury

Babu P. Mathew

Sourav Choudhury

premachandra rg

premachandra rg

Bharath Reddy

Shuvamita Nan...

Shuvamita Nanda

abhijit

Blessy Josephin

Aditi Bhatia

Ashish Singh

ISBR Business School

PREETI KAMAL...

PREETI KAMALAPURE

Kunal Mishra

Devanshi Gosw...

Devanshi Goswami





## **Student Development Program Report**

### **Topic: Importance of Search Engines and Search Strategies for a Successful Research Journey**

#### **Date and Time:**

July 24, 2024

6:00 PM to 8:00 PM (IST)

#### **Resource Person:**

Dr. N. Gayathri

Assistant Professor

Department of Management Studies

Kumaraguru College of Liberal Arts and Science, Coimbatore, India

### **Introduction**

The ISBR Business School in Bangalore recently hosted a Student Development Program (SDP) focusing on the critical role of search engines and effective search strategies in conducting successful research. The session was designed to equip students with the necessary skills to navigate the vast amount of information available online and to optimize their research processes.

### **Objective**

The main objective of the program was to enhance students' research capabilities by:

1. Introducing them to various search engines.
2. Teaching effective search strategies.
3. Demonstrating the practical application of these strategies in academic research.

### **Session Highlights**

Dr. N. Gayathri, an esteemed Assistant Professor from the Department of Management Studies at Kumaraguru College of Liberal Arts and Science, led the session. Her extensive experience in academia provided valuable insights into the practical aspects of utilizing search engines for research.



## **Key Topics Covered:**

### **1. Overview of Search Engines:**

- Definition and types of search engines.
- Major search engines used in academic research (e.g., Google Scholar, PubMed, JSTOR).

### **2. Search Strategies:**

- Importance of using precise keywords.
- Advanced search techniques, including Boolean operators, phrase searching, and filtering results.
- Utilizing academic databases for specific fields of study.

### **3. Evaluating Sources:**

- Criteria for assessing the credibility of sources.
- Distinguishing between peer-reviewed articles and other types of content.

### **4. Practical Applications:**

- Live demonstrations of search strategies.
- Case studies illustrating successful research outcomes through effective search techniques.

## **Interactive Session**

The session included interactive elements where students had the opportunity to apply the learned strategies in real-time. Dr. Gayathri provided hands-on guidance and addressed queries, ensuring students could practically implement the strategies in their research projects.

## **Feedback and Conclusion**

Students found the session highly beneficial and appreciated the practical insights provided by Dr. Gayathri. The interactive nature of the program allowed them to clarify doubts and gain confidence in using search engines effectively.

## **Key Takeaways:**

- Understanding the significance of search engines in the research process.
- Mastering advanced search strategies to enhance research efficiency.
- Evaluating the credibility of sources to ensure high-quality research output.



The Student Development Program on the "Importance of Search Engines and Search Strategies for a Successful Research Journey" successfully equipped ISBR Business School students with essential skills, fostering a more efficient and productive research environment.

### **DAY 3 - AN OVERVIEW ON RESEARCH METHODOLOGY / July 24th 2024**

Topic	Overview on Research Methodology
Time	6.00 pm to 8.00 pm (IST)
Resource Person	Dr. Gowtham Ramkumar Assistant Professor Department of Commerce School of Commerce, Finance and Accountancy CHRIST University

#### **Summary of the Session**

The session on July 24th, 2024, titled "Overview on Research Methodology," was conducted by Dr. Gowtham Ramkumar, Assistant Professor at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST University. The session was held from 6.00 PM to 8.00 PM (IST).

#### **Key Topics Covered**

- 1. Introduction to Research Methodology**
  - Definition and significance of research methodology.
  - The role of research in academic and professional settings.
- 2. Types of Research**
  - Qualitative vs. Quantitative Research.
  - Exploratory, Descriptive, and Explanatory Research.
  - Applied vs. Basic Research.
- 3. Research Design**
  - Understanding different research designs: Experimental, Correlational, Cross-sectional, and Longitudinal.
  - Choosing the appropriate research design based on the research question.
- 4. Data Collection Methods**
  - Primary and Secondary Data.
  - Techniques for collecting data: Surveys, Interviews, Focus Groups, Observations, and Case Studies.



- Advantages and limitations of various data collection methods.
- 5. Sampling Techniques**
  - Probability and Non-probability sampling methods.
  - Sample size determination and its importance.
  - Techniques: Random Sampling, Stratified Sampling, Convenience Sampling, and Snowball Sampling.
- 6. Data Analysis**
  - Introduction to data analysis techniques.
  - Statistical tools and software used in data analysis.
  - Qualitative data analysis methods.
- 7. Ethical Considerations in Research**
  - Importance of ethics in research.
  - Common ethical issues: Informed consent, confidentiality, and plagiarism.
  - Guidelines for ethical research practices.
- 8. Writing and Presenting Research**
  - Structuring a research paper or report.
  - Tips for effective writing and presentation.
  - Importance of proper citation and referencing.

The screenshot shows a Zoom meeting interface. The main window displays a presentation slide titled "RESEARCH PARADIGMS - IMPORTANCE" with the CHRIST Deemed to be University logo. The slide features a circular diagram with eight interconnected boxes: "Guidance for Research Design", "Epistemological Foundations", "Consistency and Coherence", "Interdisciplinary Communications", "Impact on Research Outcomes", "Addressing Complex Issues", "Evolution of Knowledge", and "Guidance for Research Design". The text "Excellence and Service" is at the bottom of the slide. On the right side, there is a chat window titled "SDP (DAY 3) - Research Methodo..." with several messages. The chat messages include: "pillars of research", "The conceptual framework we use", "framework", "framework of beliefs and practices that guides how research is conducted", and "Who can see your messages? Recording On". The chat window also shows a "1 new message" notification and a "Type message here..." input field. The bottom of the screen shows the Windows taskbar with various icons and the system clock indicating 18:10 on 24-07-2024.



Zoom Meeting

You are viewing Gowtham Ramkumar's screen

View Options

Recording...

Sign in

View

## CHRIST Deemed to be University

# INTERPRETIVISM

Interpretivism emphasizes understanding human behavior from the perspective of the participants, focusing on meanings, experiences, and social contexts.

**Example:** An anthropologist living among a remote indigenous tribe to understand their cultural practices and beliefs. The researcher uses qualitative methods like participant observation and in-depth interviews to explore the tribe's worldview and social structures.

Unmute Start Video Security Participants Chat Share Screen Pause/stop recording Reactions Apps Whiteboards Notes

JPY/INR +1.08%

ENG US 18:19 24-07-2024

Participants list:

- Shuvasmitha Nanda
- ISBR Business School
- Dr. M R Jhansi R...
- Dr. M R Jhansi Rani
- Gowtham Ramk...**
- Gowtham Ramkumar
- Swati Diwakar
- PREETI KAMAL...
- PREETI KAMALAPURE

Zoom Meeting

Recording...

Sign in

## CHRIST Deemed to be University

# CONSTRUCTIVISM

Constructivism posits that knowledge is actively constructed by individuals based on their experiences and interactions with the world, and is therefore subjective and context-dependent.

**Example:** An education researcher studying how students learn mathematics. The researcher uses qualitative methods such as interviews and classroom observations to explore how students build their understanding of mathematical concepts through interactions with teachers, peers, and learning materials.

Excellence and Service

Participants list:

- Shuvasmitha Nanda
- ISBR Business School
- Dr. M R Jhansi R...
- Dr. M R Jhansi Rani
- Gowtham Ramk...**
- Gowtham Ramkumar
- Swati Diwakar
- PREETI KAMAL...
- PREETI KAMALAPURE

SDP (DAY 3) - Research Methodol...

Today

SAKSHI JADOUN to Everyone 18:06

pillars of research

Babu P. Mathew to Everyone 18:06

The conceptual framework we use

abhijit to Everyone 18:06

framework

New messages

Swati Diwakar to Everyone 18:06

framework of beliefs and practices that guides how research is conducted

Babu P. Mathew to Everyone 18:21

Is Critical Theory also called Transformative Paradigm?

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

ENG US 18:24 24-07-2024



Zoom Meeting

Recording...

Sign in

CHRIST

Deemed to be University

## RESEARCH APPROACHES AND DESIGNS

- Research approaches refer to the overall strategies and procedures used to conduct research. They determine how the research will be conducted, including the methods for data collection, analysis, and interpretation. The main research approaches are quantitative, qualitative, and mixed methods.

Excellence and Service

Kankana Roy Ch...

Kankana Roy Chowdh...

ISBR

ISBR Business School

Dr. M R Jhansi R...

Dr. M R Jhansi Rani

Gowtham Ramk...

Gowtham Ramkumar

M S SURABHI

SAPTADEEP CHAUDH...

SDP (DAY 3) - Research Methodol...

Finalisation of research approach

SAKSHI JADOUN to Everyone 18:28

plan of research

Swati Diwakar to Everyone 18:29

Framework

abhiжит to Everyone 18:29

structure

Swati Diwakar to Everyone 18:29

Strategy

Babu P. Mathew to Everyone 18:29

Blueprint

1

Swati Diwakar to Everyone 18:29

Budget

PREETI KAMALAPURE to Everyone 18:30

it also help the identify & address the problem

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:31 24-07-2024

Zoom Meeting

Recording...

Sign in

CHRIST

Deemed to be University

## QUALITATIVE RESEARCH

- Qualitative research focuses on understanding the meaning and experiences behind human behavior. It involves collecting non-numerical data, such as interviews, observations, and open-ended surveys, to explore complex phenomena.

**Features:**

- Unstructured or semi-structured data collection methods (e.g., interviews, focus groups, observations)
- Emphasis on exploring phenomena in-depth

Excellence and Service

Kankana Roy Ch...

Kankana Roy Chowdh...

ISBR

ISBR Business School

NILANJAN BASU

NILANJAN BASU

Gowtham Ramk...

Gowtham Ramkumar

M S SURABHI

SAPTADEEP CHAUDH...

SDP (DAY 3) - Research Methodol...

You to Everyone 18:41

to describe present

Swati Diwakar to Everyone 18:41

For accurate portrayals of topics

You to Everyone 18:42

2011

abhiжит to Everyone 18:42

2011

SAKSHI JADOUN to Everyone 18:42

2011

10yrs

define relationships btw variables

Swati Diwakar to Everyone 18:43

No manipulation of data

SAKSHI JADOUN to Everyone 18:45

no randomization

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Search

ENG US

18:49 24-07-2024



Zoom Meeting

Recording...

CHRIST Deemed to be University

## CHOOSING A SAMPLING METHOD

Copyright © 2016 Adam G. Sanford, Ph.D.

Excellence and Service

24°C Mostly cloudy

Zoom Meeting

SDP (DAY 3) - Research Methodo...

Or cultural

Any lived experience?

MacDonald big mac index

Swati Diwakar to Everyone 18:58

Phone

SAKSHI JADOUN to Everyone 19:05

data is in both form

text

as well numeric

sorry

Bharath Reddy to Everyone 19:09

Evaluating the Effectiveness of a New Employee Training Program

Sufala NLV to Everyone 19:11

Yes Sir

Who can see your messages? Recording On

To: Everyone

Type message here...

Zoom Meeting

You are viewing Gowtham Ramkumar's screen

View Options

CHRIST Deemed to be University

## CONCLUSION

- In conclusion, the selection of research approaches, designs, sampling methods, and data collection techniques is pivotal in ensuring the accuracy, reliability, and validity of a study.
- Choosing the appropriate sampling method, whether probability or non-probability, influences the representativeness and generalizability of the findings.
- Effective data collection methods, tailored to the research design and objectives, ensure the integrity and richness of the data gathered. Together, these elements form a cohesive framework that underpins robust and meaningful research outcomes.

Excellence and Service

Zoom Meeting

SDP (DAY 3) - Research Methodo...

Or cultural

Any lived experience?

MacDonald big mac index

Swati Diwakar to Everyone 18:58

Phone

SAKSHI JADOUN to Everyone 19:05

data is in both form

text

as well numeric

sorry

Bharath Reddy to Everyone 19:09

Evaluating the Effectiveness of a New Employee Training Program

Sufala NLV to Everyone 19:11

Yes Sir

Who can see your messages? Recording On

To: Everyone

Type message here...



## DAY 4 - AN OVERVIEW ON RESEARCH METHODOLOGY / July 25th 2024

Topic	Microsoft excel for Research Analysis
Time	6.00 pm to 8.00 pm (IST)
Resource Person	Dr C. GANESHKUMAR Associate Professor (Decision Sciences and Operations Management) Indian Institute of Foreign Trade (IIFT), New Delhi

### Summary of the Session

The session on July 25th, 2024, titled "Microsoft Excel for Research Analysis," was conducted by Dr. C. Ganeshkumar, Associate Professor at the Indian Institute of Foreign Trade (IIFT), New Delhi. The session was held from 6.00 PM to 8.00 PM (IST).

### Key Topics Covered

- 1. Introduction to Microsoft Excel**
  - Overview of Excel's interface and features.
  - Importance of Excel in research analysis.
- 2. Data Entry and Management**
  - Efficient data entry techniques.
  - Organizing and managing data using Excel.
  - Use of data validation and conditional formatting.
- 3. Data Cleaning and Preparation**
  - Techniques for cleaning raw data.
  - Handling missing values and outliers.
  - Preparing data for analysis.
- 4. Basic Excel Functions for Analysis**
  - Introduction to essential Excel functions: SUM, AVERAGE, COUNT, etc.
  - Using logical functions like IF, AND, OR for data analysis.
- 5. Data Visualization**
  - Creating and customizing charts and graphs.
  - Using PivotTables and PivotCharts for dynamic data analysis.
  - Tips for effective data visualization.
- 6. Statistical Analysis in Excel**
  - Performing descriptive statistics: Mean, Median, Mode, Standard Deviation, etc.



- Conducting inferential statistics: t-tests, ANOVA, Regression Analysis.
- Introduction to Excel's Data Analysis Toolpak.

## 7. **Advanced Excel Techniques**

- Use of Lookup functions: VLOOKUP, HLOOKUP, INDEX, MATCH.
- Working with Excel Macros to automate repetitive tasks.
- Introduction to Power Query for data manipulation.

## 8. **Practical Applications**

- Real-life examples of using Excel for research analysis.
- Case studies demonstrating the application of Excel in research.

Recording... You are viewing Dr. C Ganeshkumar's screen View Options Sign in View

### Research Process

```

graph TD
    S1[Step 1: Defining the Problem] --> S2[Step 2: Developing an Approach to the Problem]
    S2 --> S3[Step 3: Formulating a Research Design]
    S3 --> S4[Step 4: Doing Field Work or Collecting Data]
    S4 --> S5[Step 5: Preparing and Analyzing Data]
    S5 --> S6[Step 6: Preparing and Presenting the Report]
  
```

6

Unmute Start Video Security Participants 24 Chat Share Screen Pause/stop recording Reactions Apps Whiteboards Notes End

Dr. C Ganeshkumar  
ISBR Business School  
Aswathy  
Dr. M.R. Jhansi Rani  
Niru's iPhone  
NIRANJAN BASU  
Vinson Jos



Zoom Meeting

Recording...

Sign in

SDP (DAY 4) - MS Excel for Resear...

Today

You to Everyone 18:06

Is the audio fine dear participants

Lavish to Everyone 18:06

No sir

Abhi... to Everyone 18:06

No

PREETI KAMALAPURE to Everyone 18:06

no

Sufaila N.V to Everyone 18:07

No Sir

M S SURABHI to Everyone 18:07

we cant hear anything

Niru's iPhone to Everyone 18:07

Ok sir

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Q Search

ENG US

18:08 25-07-2024

1. Quantitative Data Analysis: Microsoft Excel/SPSS/Stata/SAS etc

2. Qualitative Data Analysis: Nvivo/ATLAS.ti/MAXQDA/QDA Miner/Dedoose etc

3. Mixed Method Data Analysis: R and Python are powerful tools for any type of data analysis

Dir. C. Ganeshkumar

ISBR

ISBR Business School

NILANJAN BASU

NILANJAN BASU

Niru's iPhone

Niru's iPhone

Vinson Jos

Abhijit

Abhijit

Zoom Meeting

Recording...

Sign in

SDP (DAY 4) - MS Excel for Resear...

Today

You to Everyone 18:11

step 6

Niru's iPhone to Everyone 18:11

3rd and 4th

Abhijit to Everyone 18:11

4

Babu P. Mathew to Everyone 18:11

Step 5

Who can see your messages? Recording On

To: Everyone

Type message here...

26°C Mostly cloudy

Q Search

ENG US

18:13 25-07-2024

What is GIGO?

The quality of information coming out cannot be better than the quality of information that went in.

GARBAGE IN

GARBAGE OUT

GIGO is used in IT and mathematics

Garbage In, Garbage Out

Dir. C. Ganeshkumar

ISBR

ISBR Business School

NILANJAN BASU

NILANJAN BASU

Niru's iPhone

Niru's iPhone

SAUMYA

Ruban Ragav

Ruban Ragav



Zoom Meeting

Recording...

### Case: ABC Excel Acceptance Model

384 Excel users

- ABC MNC Situation
- Project Manager for T&D
- How they use Excel
- Outcomes of usage
- A bit about the user

Controls: Gender, Age, Education

Mediators: Frequency, Experience

SDP (DAY 4) - MS Excel for Resear...

no

Sufaila N.V. to Everyone 18:07

No Sir

M S SURABHI to Everyone 18:07

we cant hear anything

Niru's iPhone to Everyone 18:07

Ok sir

SAKSHI JADOUN to Everyone 18:09

show prvs slide plzonce

You to Everyone 18:11

step 6

Niru's iPhone to Everyone 18:11

3rd and 4th

Abhijit to Everyone 18:11

4

Babu P. Mathew to Everyone 18:11

Step 5

Who can see your messages? Recording On

To: Everyone

Type message here...

25 July 2024

Thu 18:15 (Local time)

Zoom Meeting

Recording...

3.Data\_MS-Excel for Resear...

SDP (DAY 4) - MS Excel for Resear...

step 6

Niru's iPhone to Everyone 18:11

3rd and 4th

Abhijit to Everyone 18:11

4

Babu P. Mathew to Everyone 18:11

Step 5

Sufaila N.V. to Everyone 18:16

Yes Sir

Niru's iPhone to Everyone 18:16

Yes sir

M S SURABHI to Everyone 18:16

yes sir

Abhijit to Everyone 18:16

yes sir

Suganthi Jayaganthan to Everyone 18:16

Yes sir

Who can see your messages? Recording On

To: Everyone

Type message here...







Zoom Meeting

Recording...

Sign in

3.Data\_MS-Excel for Rese...

File Home Insert Page Layout Formulas Data Review View Automate Help Foxit PDF Power Pivot

PivotTable Recommended PivotTables Tables Illustrations Checkboxes Recommended Charts Charts Histogram Box and Whisker More Statistical Charts...

B1 Height(inches)

	A	B	C	D
	Name	Height(inches)	Weight(pounds)	Age
1	Adam_Donachie	74	180	22.99
2	Paul_Bako	74	215	34.69
3	Ramon_Hernandez	72	210	30.78
4	Kevin_Millar	72	210	35.43
5	Chris_Gomez	73	188	35.71
6	Brian_Roberts	69	176	29.39
7	Miguel_Tejada	69	209	30.77
8	Melvin_Mora	71	200	35.07
9	Aubrey_Huff	76	231	30.19
10	Adam_Stern	71	190	27.05
11	Jeff_Florentino	73	188	23.88
12	Freddie_Bynum	73	180	26.96
13	Nick_Markakis	74	185	23.29
14	Brandon_Fahey	74	160	26.11
15	Corey_Patterson	69	180	27.55
16	Jay_Payton	70	185	34.27
17	Jay_Gibbons	72	197	30

Area Charts Pie & Donut Charts Scatter Plots & Bubble Charts Heat Maps Box & Whisker Charts Histogram & Pareto Charts Radar Charts

Ready Accessibility Investigate Average 74 Count 1035 Sum 76,203

Microsoft Store

22°C Mostly cloudy

Search

ENG US

19:04 25-07-2024

Dr. C. Ganeshkumar

ISBR ISBR Business School

niru bharti

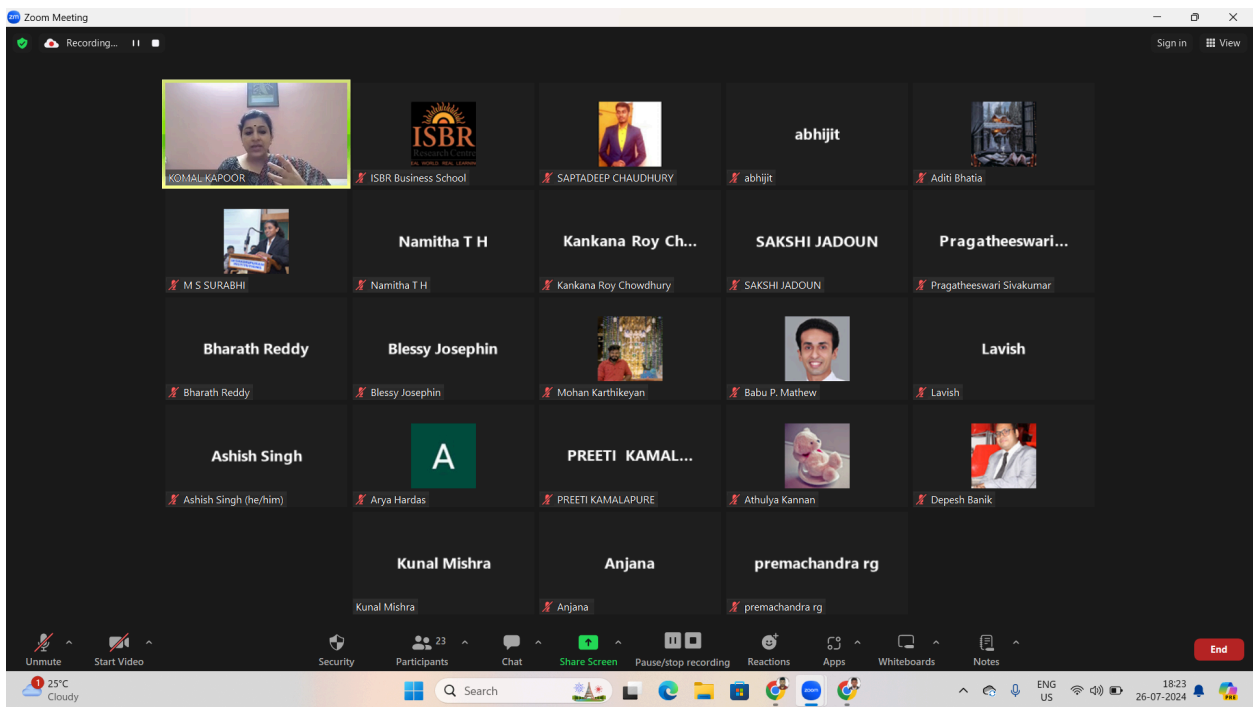
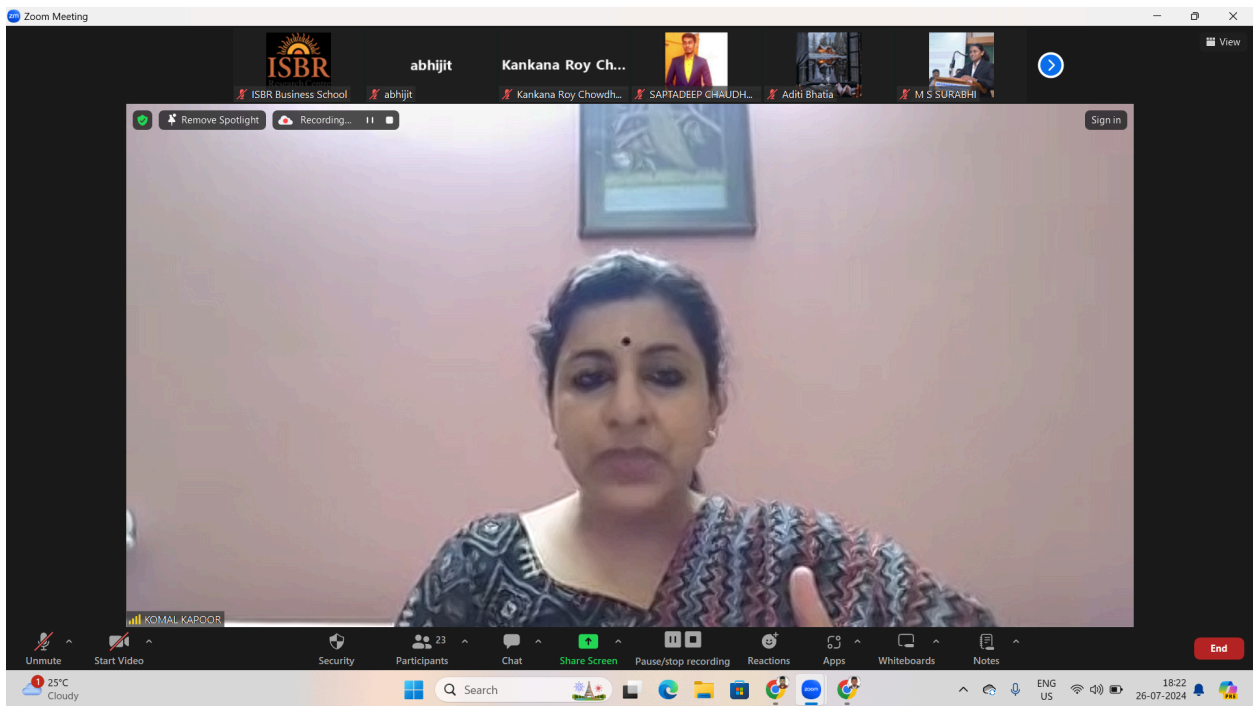
SAKSHI JADOUN

Kankana Roy Ch...

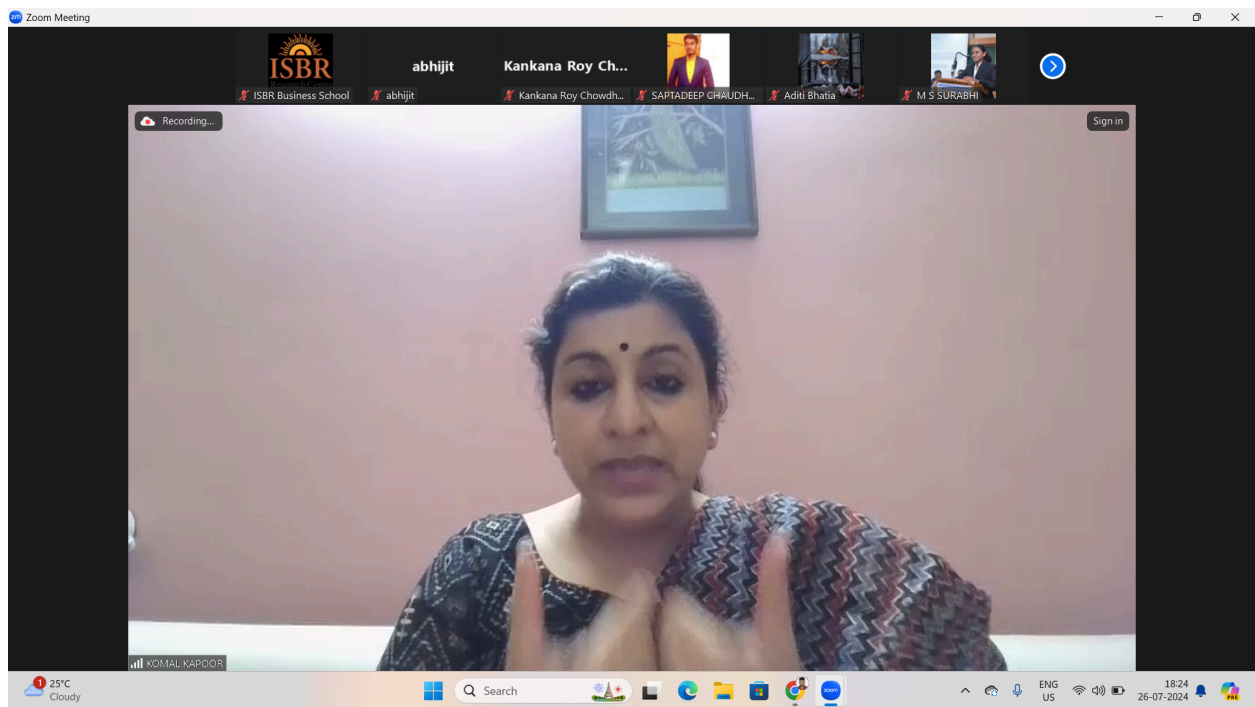
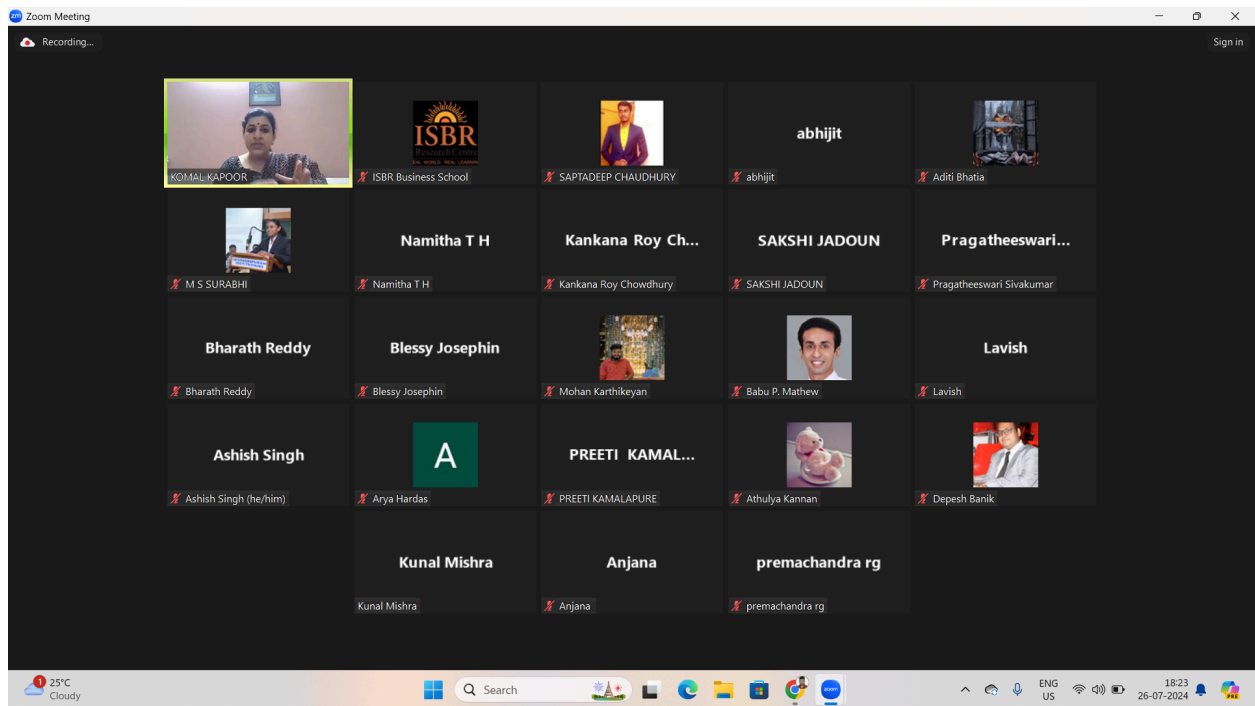
Kankana Roy Chowdh...

SAUMYA

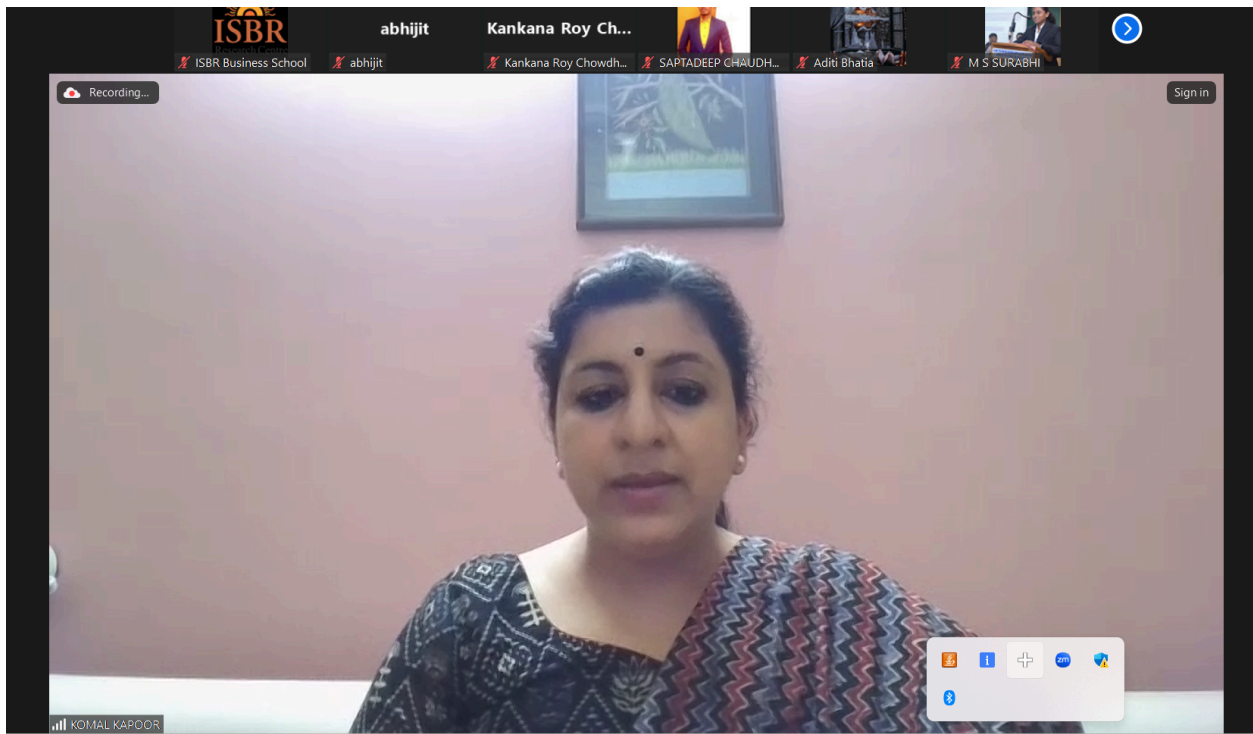
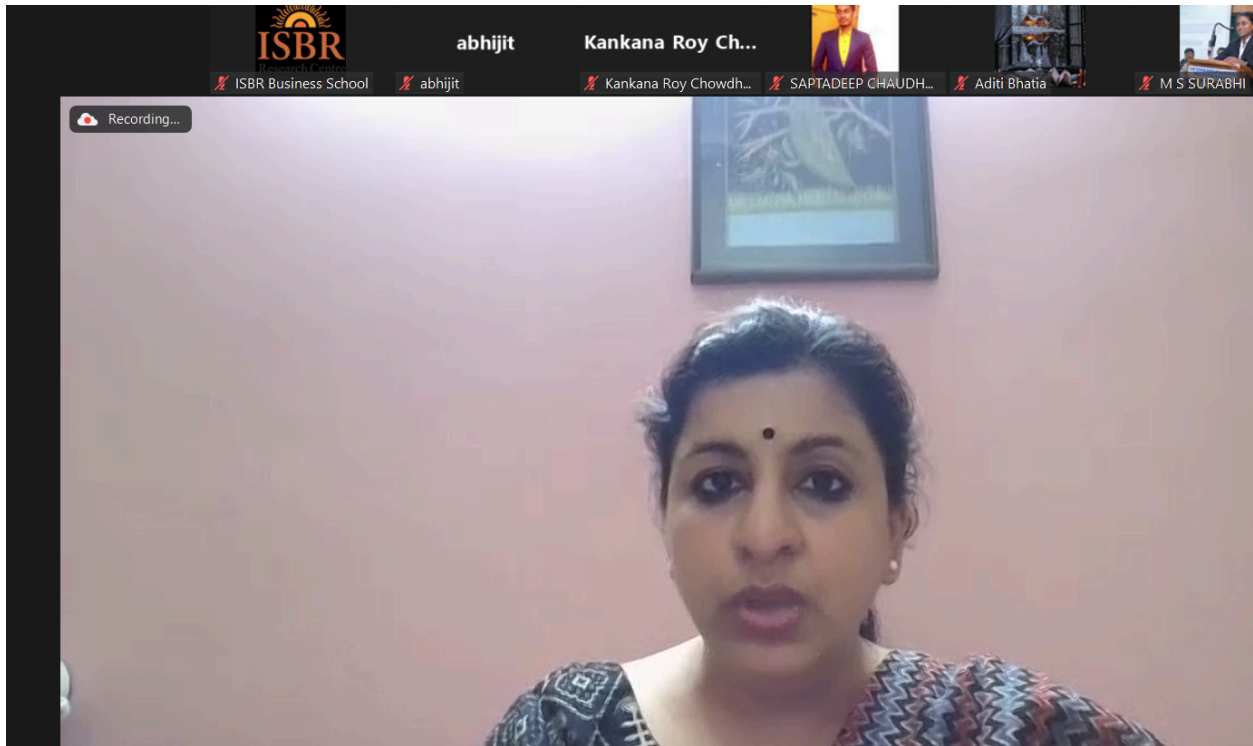














Recording... You are viewing KOMAL KAPOOR's screen View Options Sign in View

SDP by ISBR Business School  
26<sup>th</sup> July, 2024

Art of Writing a Healthy Research  
Proposal

Prof. Komal Kapoor  
IMS Ghaziabad (University Courses Campus)

KOMAL KAPOOR  
ISBR  
ISBR Business School  
SAPTADEEP CHAUDH...  
abhijit  
abhijit  
Aditi Bhatia  
M S SURABHI  
Namitha T H  
Namitha T H

Unmute Start Video Security Participants Chat Share Screen Pause/stop recording Reactions Apps Whiteboards Notes End

Zoom Meeting Recording... Sign in

SDP by ISBR Business School  
26<sup>th</sup> July, 2024

Art of Writing a Healthy Research  
Proposal

Prof. Komal Kapoor  
IMS Ghaziabad (University Courses Campus)

KOMAL KAPOOR  
ISBR  
ISBR Business School  
SAPTADEEP CHAUDH...  
abhijit  
abhijit  
Aditi Bhatia  
M S SURABHI

Show hidden icons

25°C Cloudy Search 18:26 26-07-2024



Zoom Meeting

Recording...

Sign in

# Agenda

- INTRODUCTION TO PROPOSAL WRITING 3-4
- STRUCTURE OF RESEARCH PROPOSAL 5-6
- EXPECTATIONS OF RESEARCH BODY 7
- RESEARCH PROJECT GRANT STRUCTURE 8-9
- FINAL TIPS & TAKEAWAYS 10-11

25°C Cloudy

Search

ENG US

18:28 26-07-2024

KOMAL KAPOOR

ISBR Business School

Avinash

SAPTADEEP CHAUDH...

abhijit

Aditi Bhatia

Zoom Meeting

Recording...

Sign in

# Research Onion Strategy

4

26 July 2024

Fri 18:31 (Local time)

25°C Cloudy

Search

ENG US

18:31 26-07-2024

KOMAL KAPOOR

ISBR Business School

Avinash

SAPTADEEP CHAUDH...

abhijit

Aditi Bhatia



Recording... Sign in

## Structure of the Research Proposal

- Title
- Abstract
- Introduction
- Review of Literature
- Aims
- Objectives
- Research Questions/Hypothesis
- Methodology
- Plan for Analysis of Results
- Bibliographic References
- Gantt Chart/Time table
- Budget
- Annexures

6

KOMAL KAPOOR

ISBR Business School

abhijit

Aditi Bhatia

M S SURABHI

Namitha T H

Namitha T H

Kankana Roy Chowdh...

SAKSHI JADOUN

Pragatheeswari...

SAPTADEEP CHAUDH...

Bharath Reddy

Blessy Josephin

Mohan Karthikeyan

Babu P. Mathew

Lavish

Ashish Singh

A

PREETI KAMAL...

Ashish Singh (he/him)

Anya Hardas

PREETI KAMALAPURE

Depesh Banik

Kunal Mishra

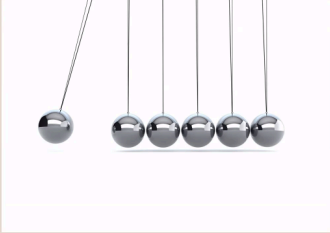
premachandra rg

premachandra rg

Recording... You are viewing KOMAL KAPOOR's screen View Options Sign in View

## Final takeaways

- Relevance
- Context
- Approach
- Achievability
- The 3 C's- Clear, Concise, Coherent
- Timeline
- Resources
- Ethical Considerations
- Expected Outcomes and Significance



11

KOMAL KAPOOR

ISBR Business School

Depesh Banik

abhijit

Aditi Bhatia

M S SURABHI

Namitha T H

Kankana Roy Ch...

SAKSHI JADOUN

Namitha T H

Kankana Roy Chowdh...

SAKSHI JADOUN

Pragatheeswari...

SAPTADEEP CHAUDH...

Bharath Reddy

Pragatheeswari Sivaku...

SAPTADEEP CHAUDH...

Bharath Reddy

Blessy Josephin

Mohan Karthikeyan

Lavish

Blessy Josephin

Mohan Karthikeyan

Lavish

Ashish Singh

A

PREETI KAMAL...

Ashish Singh (he/him)

Anya Hardas

PREETI KAMALAPURE

premachandra rg

Researchbookw...

M

premachandra rg

Researchbookworm

Monisha Devarajan

Unmute

Start Video

Security

Participants 24

Chat

Share Screen

Pause/stop recording

Reactions

Apps

Whiteboards

Notes

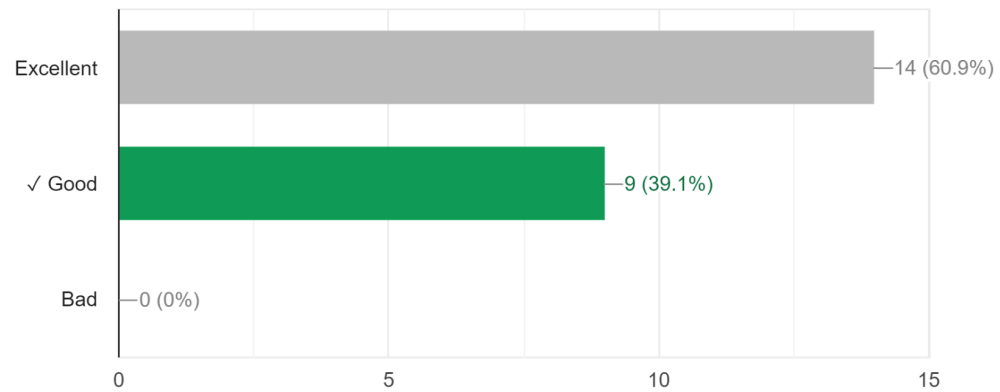
End



## Participants feedback

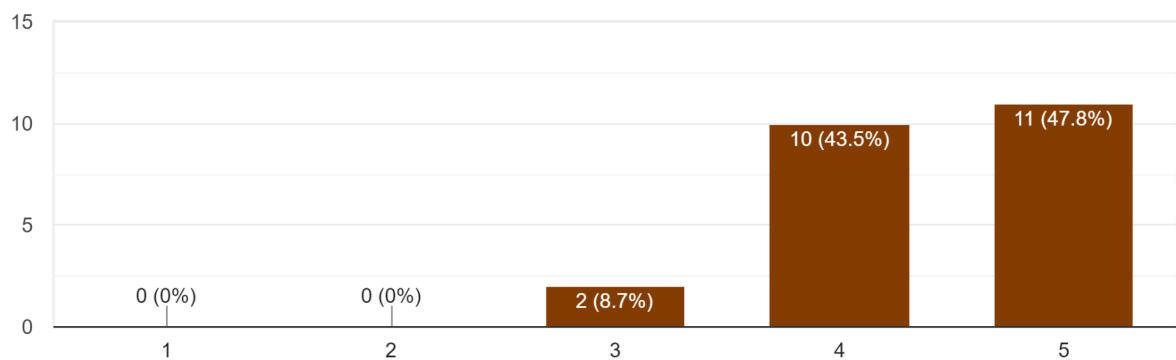
How would you rate the overall quality of the SDP (STUDENT DEVELOPMENT PROGRAM) content?

9 / 23 correct responses



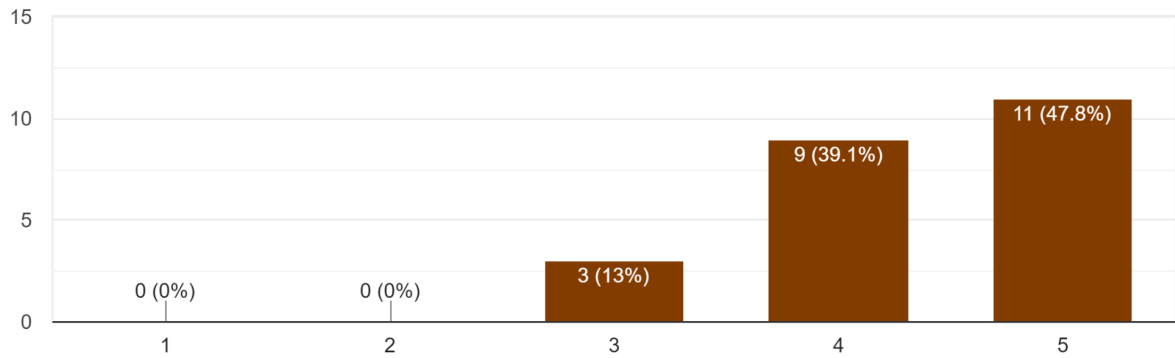
How effective were the resource persons in delivering the workshop material? DAY 1: How to Begin Research from the scratch by Dr. Rakhi Gupta 1- Not...verage 3 - Average 4 - Above Average 5 - Satisfied

23 responses

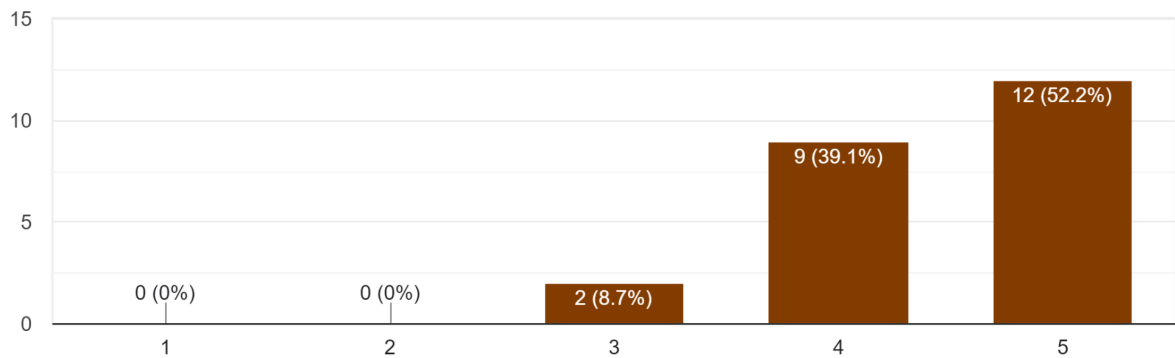




How effective were the resource persons in delivering the workshop material? DAY 2: Importance of search engines by Dr. N. Gayathri 1- Not Satisfie...Average 3 - Average 4 - Above Average 5 - Satisfied  
23 responses

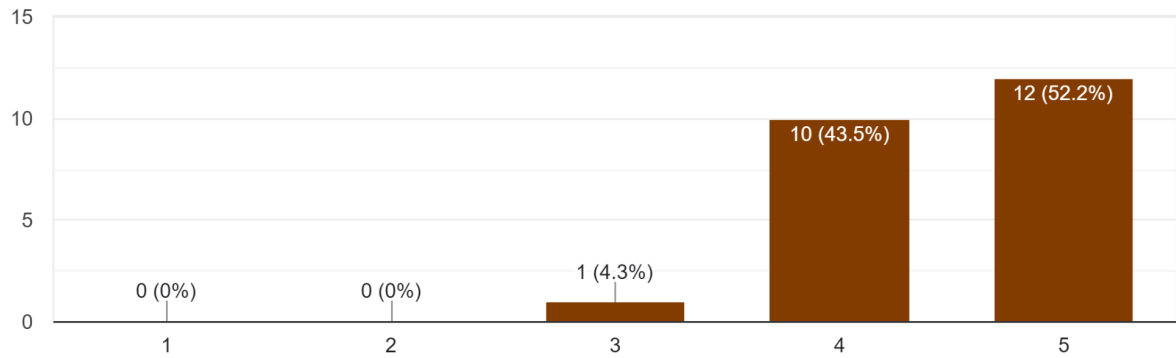


How effective were the resource persons in delivering the workshop material? Day 3: Overview on Research Methodology by Dr. Gowtham Ramkumar 1- ...age 3 - Average 4 - Above Average 5 - Satisfied  
23 responses

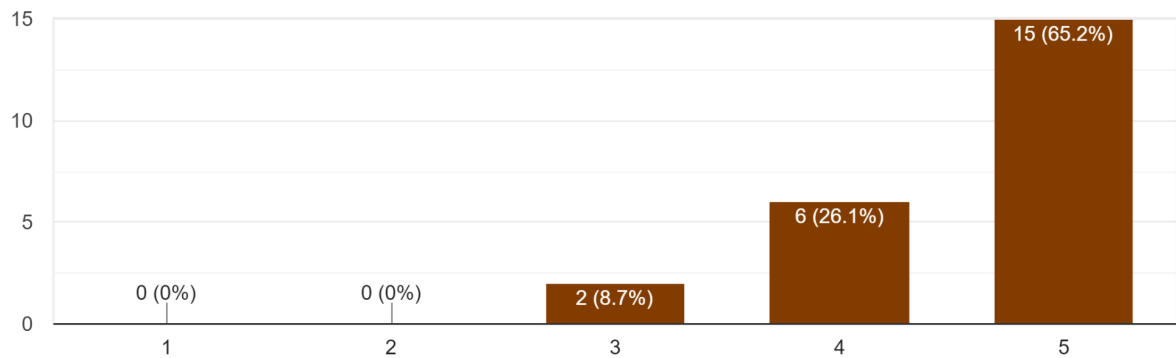




How effective were the resource persons in delivering the workshop material? Day 4: MS Excel for research analysis by Dr. C. Ganesh kumar 1- Not Satisfactory 3 - Average 4 - Above Average 5 - Satisfied  
23 responses



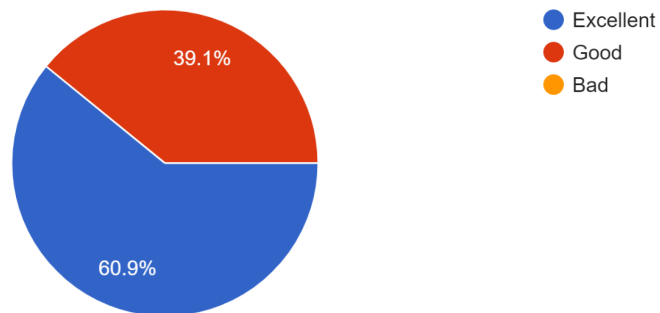
How effective were the resource persons in delivering the workshop material? Day 5: How to craft a Research Proposal by Dr. Komal Kapoor 1- Not Satisfactory 3 - Average 4 - Above Average 5 - Satisfied  
23 responses





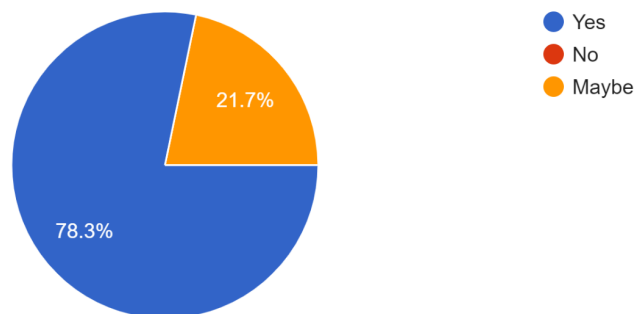
### How was the SDP organized

23 responses



### Would you attend programs such as: FDP, SDP, Webinars, Workshops organized by ISBR Business School in future?

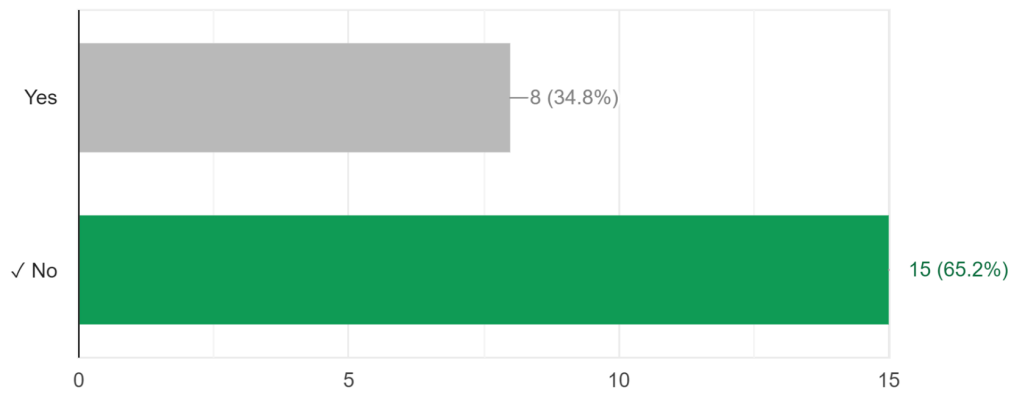
23 responses





Are you interested to enroll with PhD / Fellow Program in Management (AICTE Approved Doctoral Program) with ISBR Business School?

15 / 23 correct responses



### **Social Media Promotions:**

Day 1: Social Media Promotions

[https://www.linkedin.com/posts/activity-7221380242349735936-l-Gy?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/activity-7221380242349735936-l-Gy?utm_source=share&utm_medium=member_desktop)

Day 2: Social Media Promotions

[https://www.linkedin.com/posts/activity-7221584900917796864-hsSm?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/activity-7221584900917796864-hsSm?utm_source=share&utm_medium=member_desktop)

Day 3: Social Media Promotions

[https://www.linkedin.com/posts/activity-7222467567792140288-b96N?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/activity-7222467567792140288-b96N?utm_source=share&utm_medium=member_desktop)

Day 4: Social Media Promotions

[https://www.linkedin.com/posts/activity-7222254329410330624-hyEk?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/activity-7222254329410330624-hyEk?utm_source=share&utm_medium=member_desktop)

Day 5: Social Media Promotions



[https://www.linkedin.com/posts/activity-7223627444820307969-Xnry?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/activity-7223627444820307969-Xnry?utm_source=share&utm_medium=member_desktop)

Video recordings for all sessions:

[https://drive.google.com/drive/folders/1a-aszjG56gaWluNydTKvNkgud5mQfEjN?usp=drive\\_link](https://drive.google.com/drive/folders/1a-aszjG56gaWluNydTKvNkgud5mQfEjN?usp=drive_link)

**Sample certificates: Student**







# CERTIFICATE OF PARTICIPATION

*This certificate is presented to*

**VINEET SHARMA**

This is to recognise your participation in the Five-Day Online Student Development Program (SDP) - *AN EXCLUSIVE WORKSHOP FOR RESEARCH ASPIRANTS* organized by ISBR Business School from July 22nd to 26th, 2024. We appreciate your enthusiasm and commitment to learning, which significantly contributed to the success of this program.

**Dr. Anand Agrawal**  
Executive Director  
ISBR Business School

**Dr. M.R. Jhansi Rani**  
Professor, Dy. Director, Research  
ISBR Business School

**Dr. Anand Shankar Raja M**  
Assistant Professor & Research Manager  
ISBR Business School

**Sample certificate: Faculty**





# CERTIFICATE

## OF APPRECIATION

*This certificate is presented to*

**Dr Rakhi Gupta**

This is to recognise your outstanding contribution as a Resource Person for the Five-Day Online Student Development Program (SDP) organized by ISBR Business School from July 22nd to 26th, 2024. Your insights and expertise shared on the given SDP theme "How to begin research from the scratch" dated on July 22nd 2024 (Monday), has made a significant impact amidst the students fraternity. Thank you for your contribution in shaping research aspirants

**Dr. Anand Agrawal**  
Executive Director  
ISBR Business School

**Dr. R. Jhansi Rani**  
Professor, Dy. Director, Research, ISBR  
Business School

**Dr. Anand Shankar Raja M**  
Research Manager & Assistant Professor,  
ISBR Business School



**International School of Business & Management**  
**Fellow Program in Management**  
**“Webinar on Pathway to Article Publications in Journals of High Repute”**

<b>Name of the event</b>	Webinar on Pathway to Article Publications in Journals of High Repute”
<b>Date and time</b>	August 7th 2024 - Online Zoom - Wednesday 6.00 pm to 7.30 pm
<b>Resource person name and designation</b>	Mr. Leonard Diogene Assistant Professor Department of Data analytics ISBR Business, Bangalore, Karnataka <a href="https://www.linkedin.com/in/leonard0723/">https://www.linkedin.com/in/leonard0723/</a>
<b>Organizing team</b>	Centre for Research ISBR Business School  Dr. M.R. Jhansi Rani, Professor & Dy. Director (Research), ISBR Business School  Dr. Anand Shankar Raja M, Assistant Professor & Research Manager, ISBR Business School  Miss. Rishika Yadhav, Research Coordinator, ISBR Business School
<b>Venue</b>	Online - Zoom



## Event poster



**ISBR**  
Business School  
REAL WORLD. REAL LEARNING.

# A webinar on 'Pathway to article publication in journals of high repute'

**SPEAKER**

**Prof. Leonard L**  
Assistant Professor  
Data Analytics  
ISBR Business School

**07 AUGUST 2024  
WEDNESDAY**

**Time: 18:00 P.M. - 19:00 P.M.**

Kindly join through the given link:



**Organised by FPM Team**





## **Event report:**

"Pathway to Article Publication in Journals of High Repute" conducted on August 7, 2024, at ISBR Business School, featuring Prof. Leonard L, Assistant Professor of Data Analytics. The webinar aimed to address various facets of academic publishing, offering practical insights and tools for researchers to enhance their publication success in high-impact journals.

## **Definition and Importance:**

- A research gap is an area where existing research is insufficient or incomplete. Identifying a research gap is crucial as it highlights the significance and novelty of your research, positioning it to make a meaningful contribution to the field.

## **Steps to Identify a Research Gap:**

1. Literature Review: Conduct an extensive review of current research in your area of interest.
2. Analyze Trends: Identify patterns, themes, and conclusions drawn by previous studies.
3. Consult Experts: Discuss with mentors, colleagues, and domain experts to pinpoint overlooked or underexplored areas.
4. Utilize Databases: Use academic databases and journals to find recent publications and ongoing research projects.
5. Critical Analysis: Critically assess existing research to find inconsistencies, contradictions, or unexplored angles.



## **Typical Issues Encountered:**

1. **Poor Manuscript Quality:** This includes issues like unclear writing, poor structure, and insufficient data.
2. **Lack of Novelty:** Submissions that do not offer new insights or significant advancements in the field.
3. **Non-Compliance with Journal Guidelines:** Failing to adhere to the journal's submission requirements, such as formatting, citation style, and length.
4. **Ethical Issues:** Including plagiarism, data fabrication, and lack of proper author attribution.
5. **Inadequate Review of Literature:** Submissions that do not sufficiently reference existing relevant research.
6. **Weak Methodology:** Flaws in research design, data collection, and analysis methods.

## **3. SCISPACE Practical Demonstration**


### **Overview of SCISPACE:**

- SCISPACE is an AI-powered tool designed to aid researchers in writing, analyzing, and improving their scientific papers.

### **Features and Benefits:**

1. **Manuscript Structuring:** Helps in organizing the manuscript with appropriate headings, subheadings, and sections.
2. **Language and Grammar Check:** Provides suggestions to improve readability and correct grammatical errors.
3. **Reference Management:** Assists in managing citations and references according to journal guidelines.
4. **Plagiarism Detection:** Checks the manuscript for potential plagiarism and suggests ways to address it.



- 
5. Collaboration Tools: Facilitates collaboration among co-authors, allowing simultaneous editing and feedback.

#### **4. Fake Journals and Their Impact on Research Profile**

##### **Understanding Fake Journals:**

- Fake or predatory journals are publications that charge fees to authors without providing legitimate editorial and publishing services.

##### **Identifying Fake Journals:**

1. Lack of Peer Review: Fake journals often bypass the rigorous peer-review process.
2. Spam Invitations: Receiving unsolicited invitations to submit manuscripts or join editorial boards.
3. Dubious Editorial Board: Listing fake or non-existent editorial board members.
4. High Publication Fees: Charging exorbitant fees without clear justification.
5. No Indexing: Not being indexed in reputable databases like PubMed, Scopus, or Web of Science.


##### **Impact on Research Profile:**

- Publishing in fake journals can damage a researcher's credibility, reduce the impact of their work, and lead to loss of funding and collaboration opportunities.

#### **5. Journal Finder**

##### **Tools and Platforms:**



- 
1. Elsevier Journal Finder: Helps researchers match their manuscripts with relevant Elsevier journals.
  2. Springer Journal Suggester: Recommends Springer journals based on manuscript details.
  3. Journal/Author Name Estimator (JANE): Uses the title and abstract to find matching journals.
  4. IEEE Publication Recommender: Assists in finding suitable IEEE journals.
  5. Wiley Journal Finder: Matches the manuscript with appropriate Wiley journals.

## **6. Opportunities and Platforms to Publish**

### **Key Platforms:**

1. Traditional Journals: High-impact journals in specific fields (e.g., Nature, Science, IEEE Transactions).
2. Open Access Journals: Journals that make articles freely available (e.g., PLOS ONE, BioMed Central).
3. Conference Proceedings: Publishing research presented at conferences (e.g., ACM, IEEE).
4. Preprint Servers: Platforms for sharing preliminary research (e.g., arXiv, SSRN).

## **7. EasyChair and Other Conference Identification Platforms**

### **EasyChair:**

- EasyChair is a popular conference management system that helps researchers find and manage conference submissions.





## **Features:**

1. Conference Listings: Browse conferences by field, date, and location.
2. Submission Management: Submit papers and track their review status.
3. Review Process: Manage the peer-review process for conference submissions.

## **Other Platforms:**

1. ConfBay: A global database of academic conferences.
2. AllConferences.com: Lists conferences by category and location.
3. PaperCrowd: A researcher-friendly platform for finding and promoting conferences.

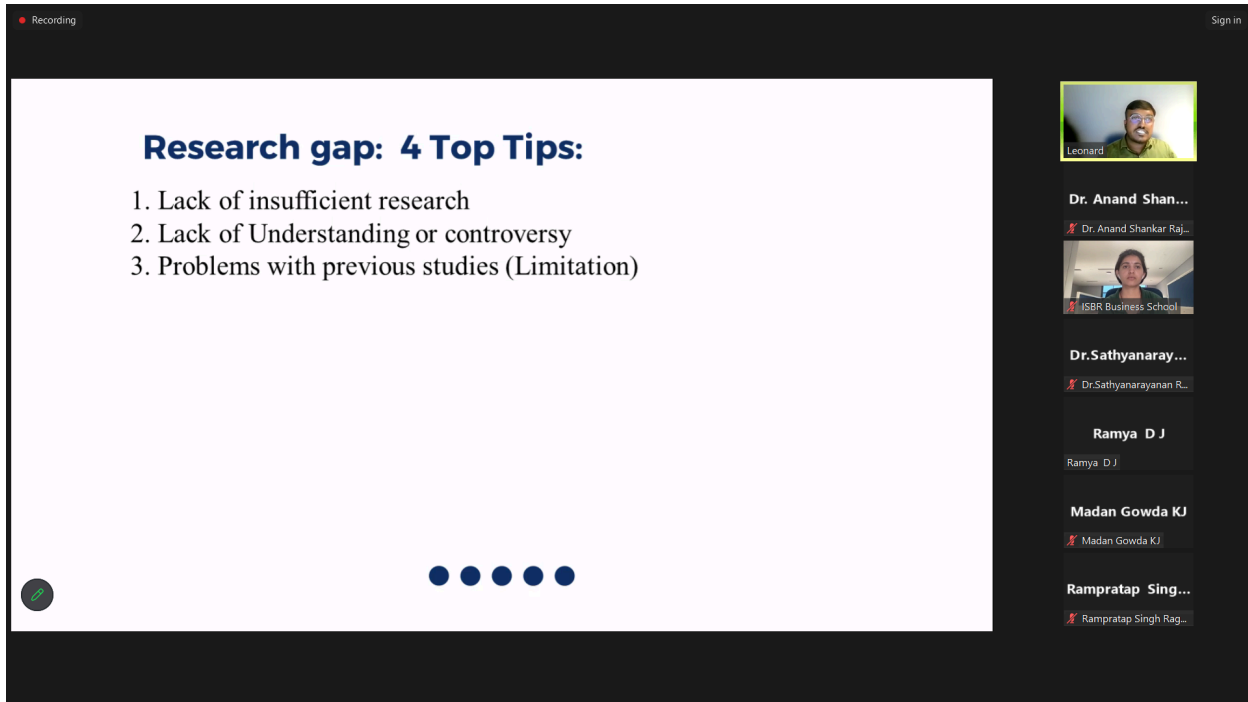
## **8. AI Tools for Research and Prompts**

### **Key AI Tools:**

1. Grammarly: For grammar and style checks.
2. QuillBot: For paraphrasing and summarizing.
3. Mendeley: For reference management and collaboration.
4. Zotero: For collecting, organizing, and citing research.
5. EndNote: For managing bibliographies and references.



## Event screenshots:



Recording

Sign in

### Research gap: 4 Top Tips:

1. Lack of insufficient research
2. Lack of Understanding or controversy
3. Problems with previous studies (Limitation)

Leonard

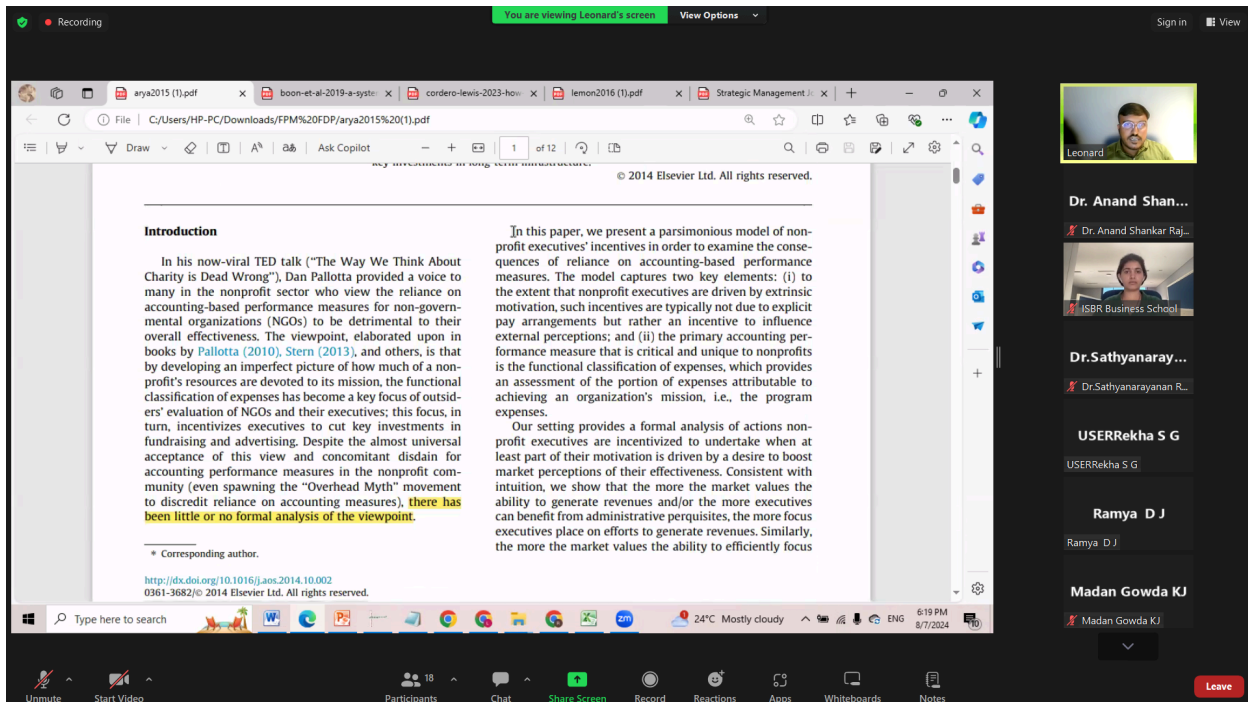
Dr. Anand Shankar Raj...

Dr. Sathyanarayan R...

Ramya D J

Madan Gowda KJ

Rampratap Singh R...



Recording

You are viewing Leonard's screen

View Options

Sign in

View

### Introduction

In his now-viral TED talk ("The Way We Think About Charity is Dead Wrong"), Dan Pallotta provided a voice to many in the nonprofit sector who view the reliance on accounting-based performance measures for non-governmental organizations (NGOs) to be detrimental to their overall effectiveness. The viewpoint, elaborated upon in books by Pallotta (2010), Stern (2013), and others, is that by developing an imperfect picture of how much of a nonprofit's resources are devoted to its mission, the functional classification of expenses has become a key focus of outsiders' evaluation of NGOs and their executives; this focus, in turn, incentivizes executives to cut key investments in fundraising and advertising. Despite the almost universal acceptance of this view and concomitant disdain for accounting performance measures in the nonprofit community (even spawning the "Overhead Myth" movement to discredit reliance on accounting measures), **there has been little or no formal analysis of the viewpoint.**

\* Corresponding author.

<http://dx.doi.org/10.1016/j.aos.2014.10.002>  
0361-3682/© 2014 Elsevier Ltd. All rights reserved.

In this paper, we present a parsimonious model of non-profit executives' incentives in order to examine the consequences of reliance on accounting-based performance measures. The model captures two key elements: (i) to the extent that nonprofit executives are driven by extrinsic motivation, such incentives are typically not due to explicit pay arrangements but rather an incentive to influence external perceptions; and (ii) the primary accounting performance measure that is critical and unique to nonprofits is the functional classification of expenses, which provides an assessment of the portion of expenses attributable to achieving an organization's mission, i.e., the program expenses.

Our setting provides a formal analysis of actions non-profit executives are incentivized to undertake when at least part of their motivation is driven by a desire to boost market perceptions of their effectiveness. Consistent with intuition, we show that the more the market values the ability to generate revenues and/or the more executives can benefit from administrative perquisites, the more focus executives place on efforts to generate revenues. Similarly, the more the market values the ability to efficiently focus

Leonard

Dr. Anand Shankar Raj...

Dr. Sathyanarayan R...

USERRekha S G

Ramya D J

Madan Gowda KJ

Unmute

Start Video

Participants

Chat

Share Screen

Record

Reactions

Apps

Whiteboards

Notes

Leave



Recording

any2015 (1).pdf | boon-et-al-2019-a-syste... | cordero-lewis-2023-how... | lemon2016 (1).pdf | Strategic Management J... |

File | C:/Users/HP-PC/Downloads/FPM%20FDP/Strategic%20Management%20Journal%20-%202023%20-%20Taeuscher%20(1).pdf |

DOI: 10.1002/smj.3554

SNS | Strategic Management Journal | WILEY

**RESEARCH ARTICLE**

# Entrepreneurial framing: How category dynamics shape the effectiveness of linguistic frames

Karl Taeuscher<sup>1</sup> | Hannes Rothe<sup>2</sup>

<sup>1</sup>Alliance Manchester Business School,  
University of Manchester,  
Manchester, UK

**Abstract**  
**Research Summary:** How do new entrepreneurial

Type here to search | 24°C Mostly cloudy | 6:19 PM 8/7/2024

Zoom Meeting

Recording

Sign in | Pathway to article publication in j... |

Spreadsheet | How market... | FT Top 50... | Find a jour... | Marketing... | Consensus... | EasyChair... | Launch Me... |

typeset:ts/search?q=How%20on%20marketing%20influencing%20a%20product

SCISPACE

Papers | How marketing influencing a product | Pricing | Chat with PDF | My Library

Add columns (0) | PDF | Open Access | Top-tier papers | More filters

Papers (20)

Journal Article • DOI	Search Gap	Create or add columns
<input type="checkbox"/> How marketers influence product platform decisions: A configurational approach Edwin J. Hippo   +1 more 21 Jan 2024 • Journal of Product Innovation Management Chat with Paper	No single optimal solution identified. Limited research on political behavior in product platform decisions.	Create your own custom column or select from the list of suggestions + TLDLR + Summarized Abstract + Results + Summarized Introduction + Literature Survey + Limitations + Contributions + Practical Implications + Objectives Chat with Paper
<input type="checkbox"/> Influencer Quality in Promoting Perspectives Products Mita Prasad   +4 more 20 Apr 2024 • Syntax Idea Chat with Paper	Influencer quality impact on brand image not explored Limited focus on long-term effects of influencer collaborations	
<input type="checkbox"/> Influencer Marketing Affect Consumer Purchase Decisions On... Open Access • Journal Article • DOI	Influencer impact on actual sales not directly measured	

Type here to search | Anekal Heavy traffic | Search | 6:20 PM 8/7/2024

Leonard

Dr. Anand Shankar Raj...  
Dr. Anand Shankar Raj...  
ISBR Business School

Dr. Sathyanaray...  
Dr. Sathyanarayanan R...  
USERRekha S G  
USERRekha S G

Kunal Mitra Mastaphi

Who can see your messages? Recording On

To: Everyone v  
Type message here...

ENG US | 18:29 07-08-2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Open

File Explorer

Search FPM FDP

Organize

New folder

OneDrive - Pearson

This PC

3D Objects

Desktop

Documents

Downloads

Music

Pictures

Videos

Windows (C:)

New Volume (E:)

data (F:)

data (G:)

Local Disk (H:)

Name

Date modified

Type

Size

Open

Cancel

File name

PDF file

Launch Me

Chat with PDF

My Library

Custom column or select from here

Create new column

Select a file to preview

Abstract

Introduction

Survey

Implications

Future Research

Dependent Variables

Chat with Paper

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Dr. Sathyanaray...

Dr. Sathyanarayanan R...

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

Search

ENG US

18:30 07-08-2024

Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

sci-hub

enter your reference

Open

science for the people

database about Elbakyan stats donate

Language English 简体中文 Русский Português

mirrors sci-hub.se sci-hub.at sci-hub.ru see all

latest reads

16:04:25 Production of recombinant proteins in *Escherichia coli* / Genetics and Molecular Biology / Schumann, 2004

16:04:25 Prostate cancer screening with prostate-specific antigen (PSA) test: a systematic review and meta-analysis / BMJ / Ilic, 2018

16:04:25 Autoencoder Based Network Anomaly Detection / 2020 IEEE International Conference on Technology, Engineering, Management for Society Impact using Marketing, Entrepreneurship and Talent (TEMSEMET) / Ganesha, 2020

16:04:25 Effects of sintering temperature on microstructure and properties of low-grade bauxite based ceramic proppant / Int J Appl Ceram Technol / Deng, 2021

16:04:25 DNA epigenome editing using CRISPR-Cas SunTag-directed DNMT3A / Genome Biol / Huang, 2017

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

C

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästäphi

Who can see your messages? Recording On

To: Everyone

Type message here...

20 min delay Jigani Ring Road

Search

ENG US

18:34 07-08-2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästaphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

Search

6:35 PM 8/7/2024

Spreadsheet

How many

FT Top 50

Find a journal

Copy

relations

EasyChair

Leuch

Sci-Hub

chrome-extension://cpcchp.../pdfviewer.html?file=http://53AN2F2www.researchgate.net...

143%

Chat Literature Review

Standard High Quality

Suggestions (13 results)

- Explain Abstract of this paper
- What are the contributions of this paper
- Explain the practical implications of this paper
- Summarise introduction of this paper
- Literature survey of this paper
- Methods used in this paper

Brainstorm Questions

Write your question...

Type here to search

Wrestling

ENG US

18:35 07-08-2024

Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

Leonard

Dr. Anand Shan...

Dr. Anand Shankar Raj...

ISBR Business School

Chandra Sekhar

USERRekha S G

USERRekha S G

Kunal Mitra Mästaphi

Who can see your messages? Recording On

To: Everyone

Type message here...

24°C Mostly cloudy

Search

6:35 PM 8/7/2024

Journal Finder

Find journals

About

Find the right journal for your research

Looking for the best journal match for your paper?

Search the world's leading source of academic journals using your abstract or your keywords and other details.

More on how it works

Match my abstract Search by keywords, aims & scope, journal title, etc...

Enter your abstract

Please enter abstract

Maximum 5,000 characters

Find journals

Check if you're eligible for open access (OA) savings.

Type here to search

Wrestling

ENG US

18:35 07-08-2024



Zoom Meeting

Recording

Sign in

Pathway to article publication in j...

EasyChair Smart CFP

HOME New CFP My CFPs Watchlist

Search

EasyChair Smart CFP

Smart CFP is an environment in EasyChair allowing conference organisers to publish conference calls for papers and authors find calls relevant to them. It is integrated with the rest of EasyChair.

Organizers:

- Create a nicely looking CFP in a few minutes.
- Choose among a number of templates and upload your conference logo.
- Make your CFPs available to nearly 2 million EasyChair users.
- View analytics, including users and bots accessing and following your CFPs.

All EasyChair users:

- Build a watchlist of CFPs and view/download it in various formats
- Search for relevant CFPs.

Other CFP views: [New CFPs](#) [By area](#) [By country](#) [Topics](#) [Random CFPs](#)

New CFPs

Showing all entries of 222 (1 to 222)

Acronym	Name	Location	Submission deadline	Start date	Topics
AICDS57	The 57th Annual International Conference				<a href="#">data science</a> <a href="#">management and data science</a> <a href="#">intelligence</a>

Type here to search

24°C Mostly cloudy

Search

ENG US

18:38 07-08-2024

Zoom Meeting

You are viewing Leonard's screen View Options

Recording

Sign in View

Journal Details Scopus Non-Indexing

S.No	Journal Name	Category
1	Education Administration Theory and Practice	Q4
2	Community Practitioner	Q4
3	Migration Letters	Q2
4	International Journal of Intelligent Systems and Applications in Engineering	Q4
5	Utilitas Mathematica Journal	Q4
6	Journal of law and sustainable development	Q2

Journal Details Scopus Indexing

S.No	Journal Name	Category
1	IEEE Xplore	Q1
2	International Journal of Religion	Q3

Page: 1 of 2 Words: 5155

24°C Cloudy

ENG US

18:50 07-08-2024

Participants: 17

Chat

Share Screen

Record

Reactions

Apps

Whiteboards

Notes

Leave

Leonard

Dr. Anand Shankar Raj...

ISBR Business School

USERRekha S G

USERRekha S G

Kunal Mitra Mustaphi

Ganga mulge

Vincent Jos

Babu P. Mathew

Chandra Sekhar

Ramya D J

Shakthi Roshini

943 9222 6293

Kavitha Kothari

SAUMYA

Dr.Sathyanaray...

Dr.Sathyanarayanan R...

Rampratap Singh...

Rampratap Singh Rag...





## Resource person profile

### Biography of Prof. Leonard L

**Name:** Leonard Diogene

Current Position: Assistant Professor, Economics and Analytics, ISBR Business School, Bengaluru, Karnataka, India

#### Contact Information:

- Address: No.10, Pavendar Street, Sanjay Gandhi Nagar, Pondicherry- 605011
- Mobile: 9042871935
- Email: leonard07101995@gmail.com
- LinkedIn: [Leonard0723](#)

Profile Summary: Prof. Leonard L is a dedicated academic with a robust background in economics and data analytics. Known for his passion for teaching and research, he brings extensive experience in delivering engaging lectures, conducting cutting-edge research, and mentoring students. Prof. Leonard is committed to staying updated with the latest developments in his field and integrates real-world examples into his curriculum to enhance learning. He is adept at creating a supportive and inclusive learning environment that encourages active participation and fosters intellectual growth.

#### Educational Background:

- Research Methodology and Quantitative Methods, Indian Institute of Management, Indore (April 2023)
- Master's Degree in Economics, Pondicherry University (2014 - 2019)
- High School Diploma in Biology, Don Bosco Matriculation Higher Secondary School (April 2012 - May 2014)

#### Professional Experience:

- Assistant Professor, ISBR Business School, Bengaluru, Karnataka, India (May 2023 - Present)
  - Responsible for teaching courses in economics and analytics.



- Engages in research activities and publishes findings in reputed journals.
- Mentors students and supports their academic growth.
- Senior Research Associate, ISBR Business School, Bengaluru, Karnataka, India (December 2021 - April 2023)
  - Conducted advanced research in economics and data analytics.
  - Collaborated with faculty on various research projects and publications.
- Research Assistant, Pandit Jawaharlal Nehru College of Agriculture and Research Institute, Karaikal, Puducherry, India (June 2020 - August 2021)
  - Analyzed primary and secondary data.
  - Wrote detailed reports and reviewed academic articles.

### **Publications:**

1. Linking Farmers with Markets through ICT Tools, Agricultural Marketing in India
2. Gig: A Trending Hybrid Work Life
3. Merger & Acquisition Activities in India: Challenges and Legal Issues Faced by Companies
4. Entrepreneurship Innovation and Start-Ups (Editor)

### **Patents:**

1. An Economic Analysis of Micro-Irrigation Development in India
2. A Method for Analyzing the Future of Algo Trading Considering Its Growth in Indian Markets

### **Skills:**

- Project Management
- Field Work
- Analytical Skills

Prof. Leonard L's extensive background and expertise in economics and analytics make him a valuable resource in the academic community. His contributions to research and his commitment to teaching excellence are reflected in his work and the success of his students.



**International School of Business & Management**  
**Fellow Program in Management**  
**Faculty Development Program on “SPSS**  
**Organized by**  
**Research Centre of ISBR Business School**

<b>Name of the event</b>	5-Day Intensive Faculty Development Program (FDP): "Empowering Quantitative Research with SPSS"
<b>Date and time</b>	September 23rd to 27th 2024
<b>Resource person name and designation</b>	Mr. Suman Sukant
<b>Organizing team</b>	<p>Centre for Research ISBR Business School</p> <p>Dr. M.R. Jhansi Rani, Professor &amp; Dy. Director (Research), ISBR Business School</p> <p>Dr. Anand Shankar Raja M, Assistant Professor &amp; Research Manager, ISBR Business School</p> <p>Miss. Rishika Yadhav, Research Coordinator, ISBR Business School</p>
<b>Venue</b>	Online - Zoom



## Report on the 5-Day Intensive Faculty Development Program (FDP): "Empowering Quantitative Research with SPSS"

### Program Overview

The **5-Day Intensive Faculty Development Program (FDP)** titled "**Empowering Quantitative Research with SPSS**" was conducted online from **September 23rd to 27th, 2024**. This FDP aimed to equip faculty members and researchers with vital skills in data analysis and interpretation using **SPSS (Statistical Package for Social Sciences)**. In today's data-driven world, the ability to analyze and interpret data effectively is critical for academic success, research excellence, and informed decision-making in various fields.

The program was designed to provide a comprehensive introduction to **quantitative research**, **statistical data analysis**, and the effective use of SPSS for these purposes. The **flexible time schedule** from **6:30 PM to 8:00 PM** allowed participants to engage in the sessions without interfering with their regular professional commitments.

### Key Objectives

The FDP was designed with the following objectives:

1. **Understanding Basics of Research Methodology and Data:**
  - Participants were introduced to the fundamental concepts of research methodology and various types of data, emphasizing the importance of accurate data collection and preparation.
2. **Utilizing SPSS for Data Analysis and Interpretation:**
  - Practical sessions provided participants with hands-on experience in navigating SPSS, preparing data for analysis, and interpreting the statistical results effectively.
3. **Applying Basic Concepts of Statistics and Hypothesis Testing:**
  - The sessions delved into essential statistical concepts including descriptive statistics and hypothesis testing, making participants comfortable with these foundational elements of data analysis.
4. **Evaluating Statistical Techniques and Selection Criteria:**
  - Special attention was given to the appropriate selection of statistical techniques, ensuring participants could choose the best methods for their specific research needs.

### Day-by-Day Breakdown of the FDP



- **Day 1: Introduction to SPSS**
  - The first session provided an introduction to the SPSS software, focusing on its user interface, key functions, and capabilities. Participants learned how to enter data, label variables, and perform initial exploratory data analysis.
  - **Key Learnings:** Familiarization with the SPSS environment, data entry, and basic data manipulation techniques.
- **Day 2: Inferential Statistics and Descriptive Statistics**
  - This session covered the basics of inferential statistics, which allow researchers to make generalizations about a population from a sample. Descriptive statistics, which summarize and describe data, were also covered.
  - **Key Learnings:** Participants learned how to compute means, medians, standard deviations, and other descriptive measures. Inferential concepts like confidence intervals and p-values were explained.
- **Day 3: Reliability Test and Normality Test**
  - Day three focused on testing the reliability of data, including Cronbach's Alpha for reliability analysis. The normality test was also introduced, teaching participants how to determine if data follow a normal distribution using SPSS.
  - **Key Learnings:** Applying reliability analysis, conducting normality tests, and understanding the assumptions of parametric tests.
- **Day 4: Correlation and Regression (In-Depth)**
  - This session offered an in-depth exploration of correlation and regression analyses. Participants were taught how to perform both **simple** and **multiple regression analyses** and interpret the output.
  - **Key Learnings:** Identifying relationships between variables using correlation techniques, predicting outcomes using regression models, and interpreting coefficients, R-squared values, and significance levels.
- **Day 5: Non-Parametric Tests**
  - The final session covered **non-parametric tests**, which are essential when data do not meet the assumptions required for parametric tests. Techniques like the **Mann-Whitney U Test**, **Chi-Square Test**, and **Kruskal-Wallis Test** were discussed and demonstrated.
  - **Key Learnings:** When and how to apply non-parametric tests, understanding non-parametric alternatives to commonly used parametric tests.

## Resource Person

- **Mr. Sukant Suman**, a seasoned **data practitioner and industry consultant**, served as the resource person for the FDP. Mr. Suman's expertise spans across a wide range of statistical and analytical tools, including SPSS, R Programming, and Excel. His unique teaching style, which combines theoretical insights with hands-on practice, ensured that



participants gained practical knowledge that could be applied to their research immediately.

Mr. Suman employed simulated environments and hands-on experiments to ensure that the participants had an engaging and interactive learning experience, which enhanced long-term retention of the concepts taught.

### Key Takeaways

- **Comprehensive Understanding of SPSS:** Participants left the program with a strong understanding of how to utilize SPSS for various data analysis tasks, from basic data entry to advanced statistical tests.
- **Enhanced Analytical Skills:** The program helped participants develop crucial analytical skills that can be applied to their research work, enabling them to perform and interpret complex statistical analyses confidently.
- **Practical Application:** By the end of the FDP, participants were able to apply various statistical techniques, such as correlation, regression, and hypothesis testing, to their research data.

### Participant Feedback

The program was well-received by the participants, many of whom praised the structured approach and interactive sessions. They appreciated the flexibility in timing and the practical examples provided during the workshops. Participants mentioned that they felt more confident in using SPSS for data analysis after attending the program.

### Conclusion

The 5-Day Intensive FDP on "**Empowering Quantitative Research with SPSS**" was a resounding success, helping faculty members and researchers gain critical skills in data analysis. With the growing demand for evidence-based research and data-driven decision-making, this FDP was a timely and valuable resource for academicians looking to enhance their research methodologies. Participants left the program with a strong command of SPSS and a renewed confidence in conducting quantitative research.

### Program Details at a Glance:

- **Dates:** September 23rd – 27th, 2024
- **Time:** 6:30 PM to 8:00 PM (Flexible)
- **Key Resource Person:** Mr. Sukant Suman (Data Practitioner & Industry Consultant)

This FDP provided participants with the tools and knowledge to excel in the realm of data analysis, giving them a competitive edge in their academic and research endeavors.





**5-DAY INTENSIVE  
FACULTY DEVELOPMENT PROGRAM (FDP)  
ONLINE**

**“EMPOWERING QUANTITATIVE RESEARCH  
WITH SPSS”**

**DATA ANALYSIS AND INTERPRETATION**

**September 23rd to 27th , 2024  
(Monday to Friday)**

**6.30 pm to 8.00 pm (Flexible time)**



## International School of Business and Research

### Fellow Program in Management

#### Public Viva Voce Examination of Mr. Praveen Kamath

### Report on Public Viva Voce Examination of Mr. Praveen Kamath Kumbla

Date: 25th September 2024 - Wednesday



#### Event Overview

On September 25th, 2024, ISBR Business School in Bangalore hosted the Public Viva Voce examination for **Mr. Praveen Kamath Kumbla (FPM 18-2020)**, a candidate in the Fellow Program in Management (FPM), an AICTE-approved doctoral-level program. The event took place from 11:00 AM to 1:00 PM in Room 22, Floor 2, at the ISBR campus in Electronics City Phase 1. Approximately 30 participants joined both online and offline, including academicians, corporate leaders, research scholars, and enthusiasts.

#### Thesis Title

- **“Impact of Generational Cohorts on Employee Retention in IT Industry in Bangalore”**

The thesis aimed to explore the influence of generational differences on employee retention strategies within the IT industry, focusing on how different cohorts respond to workplace policies, culture, and engagement tactics.



### Examination Committee Members:

1. Chairperson & Research Guide: Dr. M.R. Jhansi Rani
2. Senior Director, ISBR Research Centre: Dr. Anandram K.S.
3. External Examiner (Indian): Dr. C.B. Venkata Krishna Prasad
4. RAC Member 1: Dr. Lakshmi K.S.
5. RAC Member 2: Dr. A. Narasima Venkatesh
6. Research Manager: Dr. Anand Shankar Raja M

### Research Guide

- **Dr. M.R. Jhansi Rani**

Under the expert guidance of **Dr. M.R. Jhansi Rani**, the scholar worked diligently to produce an in-depth study of generational dynamics and their practical impact on retention strategies in Bangalore's IT sector.

### Event Details


- **Date**: September 25th, 2024 (Wednesday)
- **Time**: 11:45 AM – 12:45 PM
- **Venue**: Room 22, Floor 2, ISBR Business School, Electronics City Phase 1, Bengaluru

### Key Highlights of the Viva Voce

During the **Viva Voce**, Mr. Praveen Kamath Kumbla presented his findings to an audience comprising academicians, corporate leaders, and research enthusiasts. He provided an overview of the key themes of his research, including:

- The characteristics and expectations of different generational cohorts (Baby Boomers, Generation X, Millennials, and Generation Z) in the IT workforce.
- The impact of these differences on employee retention strategies.



- 
- Practical recommendations for IT companies to improve retention by catering to the specific needs of each cohort.

The public defense also allowed for questions and discussions, enabling attendees to engage with the scholar on his research methodology, findings, and conclusions.

### **Thesis Availability**

A copy of Mr. Praveen Kamath Kumbla's thesis is available in the ISBR Business School library for reference.

### **Closing Remarks**

The successful completion of the Viva Voce marked a significant academic achievement for Mr. Praveen Kamath Kumbla. It was an inspiring moment for all attendees, highlighting the importance of research in understanding and addressing real-world challenges in employee retention within the dynamic IT industry.

### **Acknowledgment**

The ISBR Business School community congratulates Mr. Praveen Kamath Kumbla on his remarkable achievement and expresses gratitude to the Research Guide, the RAC members, and all participants who contributed to this academic event.



## Congrats Poster: Mr. Praveen Kamath







## **International School of Business and Research**

### **Fellow Program in Management**

#### **Pre- Synopsis Presentation of Mr. Anoop G**

#### **Report on Final Pre-synopsis Presentation and Defense**

##### **Event Overview**

ISBR Business School, Electronic City, organized the Final Pre-synopsis presentation and defense for Mr. Anoop Gurunathan A (Reg No. FPM17-2020). The presentation focused on the topic “Proposing a Digital Marketing Strategy for the Promotion of Ayurveda Tourism in Kerala Among Generations X, Y, and Z.” The event took place on September 24th, 2024, from 10:45 AM to 2:00 PM, in Room 26 at the ISBR Campus.

##### **Presentation Title**

- "Proposing a Digital Marketing Strategy for the Promotion of Ayurveda Tourism in Kerala Among Generations X, Y, and Z"

The research explored the development of targeted digital marketing strategies to promote Ayurveda tourism in Kerala, focusing on understanding the preferences and behaviors of different generational cohorts (X, Y, and Z). The scholar presented a comprehensive analysis of how these generations engage with digital marketing platforms and provided insights for enhancing Ayurveda tourism's online presence.

##### **Panel Members**

The panel for the final pre-synopsis presentation and defense comprised the following esteemed members:



- 
1. Dr. Anandram K.S.
    - Director (Research Centre), ISBR Business School
  2. Dr. M.R. Jhansi Rani
    - Professor & Deputy Director, ISBR Research Centre
  3. Dr. K. Lakshmi
    - Research Guide
  4. Dr. Anand Shankara Raja M
    - Research Manager, ISBR Research Centre & RAC Member 1
  5. Dr. Sippee Bharadwaj
    - RAC Member 2
  6. Dr. Bindi Varghese
    - External Expert, Associate Professor, School of Business and Management, Christ University
  7. Mr. Anoop Gurunathan A
    - Research Scholar, FPM17-2020
  8. Ms. Rishika Yadhav
    - Research Coordinator

### **Key Highlights**

During the presentation, Mr. Anoop Gurunathan provided a detailed overview of his research objectives, methodology, findings, and proposed strategies. The panel engaged in a thorough review of the research work, offering constructive feedback on the proposed digital marketing strategies, methodology, and practical applicability of the research.

The panel's feedback included suggestions for refining the research, further validation of the digital marketing models, and improving the alignment of strategies with current tourism trends and technological advancements.

### **Event Details**

- Date: September 24th, 2024 (Tuesday)
- Time: 10:45 AM to 2:00 PM



- Venue: Room 26, ISBR Campus, Electronic City, Bengaluru, Karnataka 560100

### **Closing Remarks**

The session concluded with a discussion on the scholar's future direction for finalizing the synopsis and moving toward the final thesis submission. The feedback provided during the session will guide the scholar in refining his research and improving its overall impact and practical relevance.

### **Photos:**





















—