



- Bangalore
- Chennai
- Kochi

Shaping Future Leaders

Online

RESEARCH COLLOQUIUM ON BUSINESS AND SOCIAL SCIENCES

FEBRUARY 12-14, 2021

Workshop Coordinators

Dr. J. Daniel Inbaraj, Asst. Professor, XIME Bangalore

Dr. K. A. Asraar Ahmed, Asst. Professor, XIME Bangalore

XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP,
Bangalore

Overview

“In much of society, research means to investigate something you do not know or understand.” -Neil Armstrong

The Colloquium focuses on the organization of a research paper, with an emphasis on the two most difficult sections to write, Introduction and Discussion. It will also cover designing tables and figures and writing a clear and concise abstract and cover letter for submission to a journal. In addition, participants will learn about the publication process of a journal, along with how to choose the right journal for their paper as well as how to navigate peer review.

Topics to be covered in workshop

- Theory Building
- Identifying research gap
- Research Design
- Review of Literature
- Crafting the methods and results
- Discussing the implications
- Reasons for rejection
- Responding to reviewers
- Referencing Software's.
- Journal article writing
- Technology for researchers.

Who Will Benefit

- Academicians
- Research scholars / Research Associates
- Research institutions
- PG Students

Duration and Dates

3 Days (1 day sessions from 9:00 am – 5.15 pm)

Dates:

February 12-14, 2021 (9.00am to 5.15pm).

Fee Structure

Early Bird Offer Till (31-01-2021)

Charges Rs 3,250/- Inclusive of GST for the 3 -day program

15% discount for 3 or more participants from the same Institute.

Course Fees

Charges Rs 3,250/- + GST for the 3-day program

15% discount for 3 or more participants from the same Institute

Mode of Payment: NEFT /Paytm/UPI/Google Pay

Registration form

To register click here <https://forms.gle/K5gieS1yjycSv3Py9>

Bank Details

Beneficiary XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP

Bank Name SOUTH INDIAN BANK

Branch KORAMANGALA BRANCH

Account No 0416053000000201

IFSC Code SIBL0000416

Profile of Resource Persons:



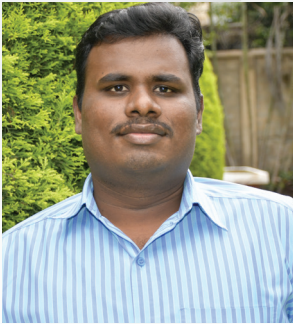
Dr. Murugan Pattusamy is a seasoned and passionate researcher with publications in ABDC rates International Journals. His papers are high quality and extensively referenced and resulting in a Research Gate rating of 8.97. He is currently an Assistant Professor at the School of Management Studies, University of Hyderabad. He has completed his MBA and PhD from Anna University, Chennai. The areas for his research interest are Work-family balance, conflict, facilitation and individual well-being. His teaching interests are in Business Research Methods, Multivariate Data Analysis, Mediation Analysis and Partial Least Square SEM.



Dr. Janarthanan Balakrishnan is an Assistant Professor in the Department of Management Studies, National Institute of Technology Tiruchirappalli. Possesses sound research knowledge in the area of digital marketing with wide practical learning using various tools and techniques. Major areas of interest are Online/Digital Marketing, Technology Empowered Marketing, Social Media Marketing, Integrated Marketing Communications, and Marketing Research. He has 22 International Publications and has organized more than 8 workshops related to management and research. He has 500+ International Impressions from 28 countries in Print newspapers, print magazines, and online magazines and received more than 650 newspaper impressions for his article "Selfitis".



Dr Gladys Stephen is a Faculty Fellow in Indian Institute of Management Kozhikode. Have completed Ph.D. from National Institute of Technology Tiruchirappalli(NIT-T). Post-Doctoral Experience in the area of responsible consumption from Indian Institute of Technology, Madras (IIT-M). Her research expertise is in the area of Integrated Marketing Communication-Brand placements and Sustainable Marketing. Has published research papers in Top Tie-1 Journals listed in ABDC- 'A' and Scopus indexed in the areas of Brand placement in movies.



Dr. J. Daniel Inbaraj completed his Master's in Business Administration (M.B.A.) and Ph.D. in marketing from National Institute of Technology, Tiruchirappalli (NIT-T). He has 8 years of work experience in the field of Industry, Research, Teaching and Training.

He has published in some reputed journals like International Review on Public and Nonprofit Marketing, Journal of Retailing & Consumer Services, Journal of Media Business Studies and other reputed journals.



Dr. K.A. Asraar Ahmed is currently working as an Assistant Professor at the Xavier Institute of Management and Entrepreneurship. He pursued his PhD from Vellore Institute of Technology University Business School and his area of expertise in Business Analytics, Data Science using R, Quantitative Research, Business Research Methods, Econometrics, Marketing, R statistics, and Statistical Package for Social Science (SPSS). He is an active researcher and has published several national and international journals.

About XIME

XIME is one of the top B-Schools of India, with excellent campuses in Bangalore, Kochi and Chennai. It has been founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa.

XIME received ACBSP accreditation (Accreditation Council for Business Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME was awarded "Rank 21" by Business India Magazine 2020. EdUniversal, Paris awarded "Rank 1" in 3 Palmes of Excellence category, 2020. XIME was awarded "Rank 4" in Top Leading B-Schools of Super Excellence-by Competition Success Review-GHRDC, 2020.

For further details, please contact

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