

Jaipuria Institute of Management, Noida  
Organizes Online FDP on

# EFFICIENT METHODS FOR WRITING RESEARCH PAPERS DEVELOPING THEORIES AND ANALYSING DATA



# ABOUT THE WORKSHOP

This Faculty Development Program is being organised to give the business, teaching and research community contemporary techniques for research. The learned speakers will discuss the complexities of research and dissect the multi dimensional approaches that may be useful in both learning and research.

This program is intended to assist academics and researchers in thinking of novel methods to integrate the insights of research. The programme will provide a golden opportunity to learn uncondensed, integrated research mechanism effectively. Participants will get the benefit to understand full gamut of research methodology, theory building , data analysis and editor's view on publishing research paper.



## OBJECTIVE

- To understand the importance of theory building and conceptual framework in conducting quality research.
- To help management educators seeking to strengthen their understanding of research, research methodology, and research designs.
- To acquaint academicians and research scholars with quantitative research using advanced techniques such as moderated mediation in SPSS and partial least square structural equational modeling in SmartPLS 4.0.
- The program participants will learn how to use and analyze data, which will help them in their research work.
- The program will help participants listen to editors' views on publishing and getting manuscripts accepted in top-tier journals.

## FOR WHOM

This FDP is designed for academicians, research scholars, and corporates. This FDP program is the complete guide for writing quality research papers and publishing in top quality high impact journals.

## RESOURCE PERSONS



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### Dr. Ajay Jain

PROFESSOR

(Leadership & Organisational Design)

MDI, Gurgaon

Prof Ajay K. Jain has earned his Ph.D. from IIT Kanpur and received post-doctoral fellowships from ISB Hyderabad and Aarhus University Denmark. As a researcher, he has published more than 64 research articles in peer-reviewed national and international journals and in the edited books. He has also completed almost 10 consulting assignments for clients-UCO Bank, Ministry of Statistics, DMRC, DVC, ICAI etc. As a corporate trainer, He has successfully delivered more than 100 management development programs.

Dr. Gursoy received his Ph.D. degree from Virginia Tech. He is also the Editor-in-Chief of, Journal of Hospitality Marketing & Management, A category ABDC listed journal with an impact factor of 9.8.

His area of research includes services management, hospitality and tourism marketing, tourist behavior, travelers' information search behaviour. His research has been published broadly in refereed Tier I journals. He developed and designed the "Hotel Business Management Training Simulation

<http://www.hotelsimulation.com/>), a virtual management training game.



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### Dr. Dogan Gursoy

Taco Bell Distinguished Professor  
School of Hospitality  
Business Management,  
Washington State University



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### **Dr. Shalini Srivastava**

Professor- HR  
PhD  
Jaipuria Institute of Management,  
Noida

Prof. Shalini Srivastava is an academician, consultant, researcher, and trainer with more than 22 years of experience in the field of Organizational Behavior working with Jaipuria Noida. She is HR PAN Area Chair. She is in the Reviewer Board International Journal of Information Management, which is an A\* Journal.

Dr. Srivastava's research papers have been extensively published in 'A', 'B' category of ABDC listed Journals. Dr. Srivastava is under the Top 10 Researchers in India as per ABDC Journal Quality Risk Ranking Ranking (p - rank) for the year 2021. She is a corporate trainer and had imparted around 60 soft skill trainings

Dr. Atul Shiva holds PhD on social media and investor behavior in the domain of Behavioural Finance. He is a certified trainer in SmartPLS Software from Northern Institute of Technology, Technical University of Hamburg (TUHH), Germany.

His leading Scopus publications are in National and International Journals. He has conducted research methodology workshops on SmartPLS Software, SPSS, AMOS. Presently, more than 60 national and international webinars on SmartPLS SEM were conducted in online mode on Blackboard, Microsoft Teams and Zoom platforms across India, Dubai, Nepal, Saudi Arabia, Oman, Thailand and Philippines.



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### **Dr. Atul Shiva**

Associate Professor-  
Management  
School of Business,  
Chandigarh University



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### **Dr. Richa Misra**

Associate Professor -  
Decision Science  
Jaipuria Institute of Management,  
Noida

Dr. Misra earned her doctorate from Amity University. She carries more than 18 years of teaching experience in the field of IT and Decision Science. Her research papers and cases have been published in reputed journals. She has also presented her Cases and Research at various international conferences and forums. Imparted training in various organizations in the areas of IT Security, Qualitative and Quantitative research methods, data analysis and decision making, and Quantitative Techniques for HR and Marketing perspective.

Prof. Sonali has more than 13 years of teaching experience in the field of business statistics, operations research, research methodology, and operations management. She has imparted training in various organizations in the areas of quantitative techniques, data analysis, quantitative research methods, and related fields. She has more than 25 publications to her credit.



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### **Prof. Sonali Singh**

Assistant Professor-  
Operation Management  
Jaipuria Institute of Management,  
Noida

# PROGRAM SCHEDULE

## DAY 1

**March 15th** Wednesday (10 AM-5 PM)

Theory development and review of literature

**Dr. Ajay Jain,**  
Full-Professor of Leadership and Organizational Design MDI, Gurgaon.

## DAY 3

**March 17th** Friday (10 AM-5 PM)

Moderated Mediation

**Dr. Shalini Srivastava,**  
Professor (HR& OB)  
Jaipuria Institute of Management

## DAY 2

**March 16th** Thursday (10 AM- 12 PM)

Editor views on publishing in top quality journal

**Prof. Dogan Gursoy,**  
Taco Bell Distinguished Professor,  
School of Hospitality Business  
Management,  
Washington State University  
Editor-in-Chief, Journal of Hospitality  
Marketing & Management

## DAY 4

**March 18th** Saturday (10 AM-5 PM)

Regression, Moderation, and Mediation Using PLS-SEM

**Dr. Atul Shiva**  
Associate Professor in Management,  
Chandigarh University

## DAY 2

**March 16th** Thursday (12 PM- 6 PM)

Research methods data validity and reliability EFA, cluster analysis

**Dr. Richa Misra and  
Prof. Sonali Singh,**  
Jaipuria Institute of Management, Noida

## DAY 5

**March 19th** Sunday (10 AM-5 PM)

Regression, Moderation, and Mediation Using PLS-SEM

**Dr. Atul Shiva**  
Associate Professor in Management,  
Chandigarh University

**Lunch breaks all days: 1.30-2.00pm**

# Registration Details

Category of Participants	Registration fee	Early Bird Discount (Till Feb 20,2023)
Academicians	INR 2000/-	INR 1500/
Scholars/Research Assistant	INR 1000/-	INR 700/

Fee paid are non-Refundable

Link for Registration- <https://forms.gle/8qdRcw4gXZXWtA9m9> |

Email - deanresearch.noida@jaipuria.ac.in

Last date to Register - March 10,2023

## Account Details:

Beneficiary Name	Jaipuria Noida Fees Collection Account
Bank Name	Axis Bank Ltd.
Account No	913010055532585
Account Type	Saving
Bank Address	Pitampura plot No 6, Local Shopping Centre, Dp Block, Pitampura, New Delhi 110088
MICR Code	110211006
IFSC Code	UTIB0000040

Interested person can apply by paying the registration fee and fill the registration link. After registration, please wait for an email regarding confirmation of your seat and session link.

## Coordinators



### Dr Nidhi Singh

Associate Professor (Finance) &

Associate Dean- Research

Jaipuria Institute of Management, Noida

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### Ms. Shuchita Tewari

AFPM Scholar

Jaipuria Institute of Management, Noida

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# ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Jaipuria Noida established in 2004; This top ranked B-School situated in the heart of the corporate hub of the NCR region provides students with wide exposure to industries. Led by Dr. Shubhajyoti Ray with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Jaipuria Noida offers AICTE approved, AIU recognized Post Graduate Diploma in Management Programmes that is as equivalent to MBA; PGDM, PGDM (Service Management), PGDM (Marketing) and Doctoral level, fellow program in Management (FPM).

The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the class room learning through live projects, field project studies and regular industry interface.



JAIPURIA  
NOIDA **51<sup>st</sup>**

NAAC  
Accredited

AIU Recognized PGDM  
Equivalent to MBA

NBA  
Accredited



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