

JAIPURIA INSTITUTE OF
MANAGEMENT, NOIDA
ORGANIZES

FDP

ON

DEMYSTIFYING THE GROUNDED THEORY METHOD:

A STORYTELLING APPROACH FROM
IDEATION TO PAPER ACCEPTANCE

June 28 2024



At Noida Campus





ABOUT THE FDP

This FDP endeavors to develop the skills in terms of writing a paper based on the grounded theory method and target it at a high-ranking journal. Each step from ideation to paper, acceptance is discussed simply and interactively using examples (from a paper published in an ABDC A journal) so that it is clear as to what needs to do on-ground.



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 PERSON



Dr Deepak Halan,

Professor & Area Chair Marketing

Dr Deepak Halan is currently working as Professor (Marketing) at Jaipuria Institute of Management, Noida. He comes with 12 years of experience in academics and 17 years of industry experience in marketing research, below-the-line activities and sales (across firms like IMG/TWI, HCL Infosystems, IDC India, the KANTAR Group etc.). Dr Halan holds PhD in the domain of online retailing and some of his other research areas of interest are: FDI in retail, and green marketing. He has researched and published several articles on diverse areas such as market research, retailing, advertising, etc. in reputed newspapers & magazines such as Business Standard, Economic Times, Business World and in books as well. Some key academic research studies published by him are:

- Halan, D. and Singh, E.P. (2023), "Enemies to frenemies: coopetition between online and offline retailers amidst crises", **International Journal of Retail & Distribution Management (ABDC – A) – based on grounded theory method**
- Halan, D., Kumar, A., Thaichon, P, (2024), "Continuous purchase intention of organic personal care products: evidence from India", **Journal of International Consumer Marketing (ABDC-B)**
- Halan, D., (2021), "E-tailers adaptation during early stages of "social distancing causing crises": an exploratory study", **International Journal of Retail & Distribution Management (ABDC – A) – based on grounded theory method**
- Halan, D., (2023), "Social distancing causing crises: learning from workforce adaptation by e-tailers", **Development and Learning in Organizations: An International Journal (ABDC – C) – based on grounded theory method**
- Singh, E. P., Doval, J., & Halan, D. (2023), "Zerial Education", **Emerald Emerging Markets Case Studies (Scopus indexed)**
- Halan, D., (2021), "A critical analysis of Walmart's expansion into three Asian countries", **International Journal of Business and Globalisation (Scopus indexed)**



JUNE 28th (friday)

10:00 AM - 10:15 AM	Welcome by the Director. Introduction by resource person
10:15 AM - 11:45 AM	<p>Overview of Qualitative Research and Grounded Theory Method</p> <ul style="list-style-type: none">□ Different types of qualitative techniques and advantages of working on a qualitative research-based paper□ What really constitutes a theoretical contribution□ Key aspects of GTM: data sources, coding, constant comparison, conceptual framework development etc.
11:45 AM - 1:15 PM	<p>Journey of a GTM based paper published in a ABDC A journal, part 1</p> <ul style="list-style-type: none">□ A story telling approach explaining various steps and processes from ideation to writing the Introduction, LR and Method chapters□ Learnings from actual review comments (multiple journals)
1:15 PM - 2:00 PM	Lunch break
2:00 PM - 3:30 PM	<p>Data Collection & Analysis using GTM</p> <ul style="list-style-type: none">□ Formation of groups and handing over of group assignment - participants to initiate open, axial and theoretical coding for one theme using news articles collected using Google□ Groupwise discussion on data collection, coding, analysis & findings□ Model development: Creation of 1st and 2nd-order categories and theoretical dimensions
3:30 PM - 5:00 PM	<p>Journey of a GTM based paper published in a ABDC A journal, part 2</p> <ul style="list-style-type: none">□ How and why LR plays a more prominent role in GTM, post-analysis□ Writing the Findings & Discussion chapter□ Building the story using the 2nd order categories and theoretical dimensions□ How to develop propositions□ Learnings from actual review comments
5:00 PM - 5:15 PM	<p>Program Conclusion</p> <ul style="list-style-type: none">□ Closing remarks by Dean Research.□ Distribution of certificates of participation.□ Feedback collection from participants & Group photo

REGISTRATION DETAILS

Category of Participants	Registration fee
Academicians	INR 500/-
Scholars/Research Assistant	INR 250/-

Link for Registration: <https://forms.gle/41zkpCKX9aQfPzVDA>

Email: deanresearch.noida@jaipuria.ac.in

A certificate will be provided on successful completion of the program.

Limited seats (First-cum-first-serve basis).

Fees paid are non-refundable

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	UTIB00000040
Swift Address	AXISINBB040

Interested persons can apply by paying the registration fee and fill the registration link

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