

Winter School 2024

Expanding Research Horizons

Paper Development Workshop
Doctoral Colloquium
Contemporary Research Methods



Organized by
Jaipuria Institute of
Management, Lucknow
December 9-13, 2024

Academic Partner
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PUBLISHING

About the Institute

Jaipuria Institute of Management is one of the largest groups in northern and central India to offer AICTE-approved MBA equivalent PGDM programs with the oldest campus being at Lucknow. The institute is accredited with 'A+' Grade by the National Assessment and Accreditation Council (NAAC). The courses offered by this Institute are approved by the All India Council for Technical Education (AICTE) and the Association of Indian Universities (AIU). Jaipuria Lucknow offers PGDM & Doctoral level courses namely PGDM (General), PGDM (Financial Services), and PGDM (Retail Management) along with a fellowship Program in Management. This campus has highly knowledgeable and dedicated faculty deliver the curriculum through advanced teaching methodologies. The Lucknow campus of Jaipuria Institute of Management has been ranked 72 amongst all management institutes in India NIRF, 2024, Ministry of Education, Government of India. The institute has been ranked 67th top private b- schools in north India (Business Today, 2023).

Events



The Objective of Winter School-2024

This Winter School offers a unique and fundamental overview of teaching and research methods for all research scholars and academicians. The objective of Winter School -2024 is to provide a platform for doctoral scholars as well as academicians to have a better understanding of teaching pedagogy and research methods and learn about new software and models to help their research. The focus of the winter school will be on crafting good research articles and publishing in top journals. This will help the participants to develop knowledge and skills in research beneficial for research paper publications and thesis writing. With this background, Jaipuria Institute of Management, Lucknow invites you to participate in Winter School on Teaching & Research Methods.

About Doctoral Colloquium

Doctoral Colloquium is organized for scholars in business management research. Every year, we aim to bring together doctoral scholars from all across on a single platform. It includes paper presentations, 3-minutes thesis pitch, discussions, and workshops. It provides a fertile ground for collaborative work amongst researchers from different institutions.

Doctoral Colloquium

A Doctoral Colloquium (DC) contributes towards a transformative journey for doctoral students, who will not only receive feedback on their doctoral research but also learn about the fundamentals of a doctoral journey including research methods, publishing from a PhD, and reviewing for journals, and obtain advice on academic career paths. DC is an entry point into joining a wider community of peers and engaged management scholars.

3-Minute Thesis Pitch

A 3-minute pitch is your way to demonstrate to others why they should pay attention to your research. Nothing more, nothing less. One hundred eighty seconds of somebody's time is all you need to make an impact and be remembered. It is a great way of putting your ability to break down a complex topic to test. You will come across different, less competitive, situations to pitch to, though. This could be in an interview for funding, a poster session at a conference, or, if you are really lucky, an awards ceremony.

Paper Development Workshop

The Paper Development Workshop (PDW) seeks to provide developmental opportunities for academics engaged in research in organization and management studies, advanced PhD students, and early career scholars. The PDW will help participants develop their research and academic writing skills.

It is structured as a workshop with focus on developing papers for publication in top academic journals. All PDW participants commit to reading the papers of other workshop participants and provide written feedback before the congress so that emphasis of the session can be placed on more in-depth discussion. Further, each paper is paired with an invited senior discussant (an advanced scholar with very strong expertise in the focus area of the respective paper) who provides feedback based on their experience and with a particular emphasis on publishing in highly competitive journals.

The aim is to support participants in developing their manuscripts into conference papers to be successfully submitted to conferences, colloquiums, and other such presentation platforms.

Student Competition

The Student Competition is organized for MBA/PGDM/Post-Graduate students. The students can submit Case-Study, Extended Abstract, Research Paper or Summer Internship Project (SIP).



Submission Guidelines

Research Paper	3-Minute Thesis Pitch	Student Competition
Length – 5000-7000 Words	Duration – 3 Minutes	Length (2500-3000 words)
Submission should include: <ul style="list-style-type: none"> • Abstract (Max 200 words), • Introduction, Literature Review, Research Methodology, Results, Implications, Conclusion & References. 	Format – Video or Powerpoint (.ppt, .pptx) One slide for Powerpoint Presentation	Research Paper Case study Extended Abstract Summer Internship Project (SIP)
Format: <ul style="list-style-type: none"> • Word Document (.doc,.docx), .pdf • Font style: Times New Roman, Font size: 12, Spacing: Double 		Format: <ul style="list-style-type: none"> • Word Document (.doc,.docx), .pdf • Font style: Times New Roman, Font size: 12, Spacing: Double

Participants

- Winter School & Doctoral Colloquium would be beneficial for doctoral scholars, researchers, academicians, people from Industry, and policymakers.
- Doctoral Colloquium invites research papers from doctoral scholars at any stage of Ph.D./ FPM.
- Certificate shall be provided only to the presenting doctoral scholars and not to their thesis supervisors.
- Student competition is only for MBA/PGDM/Post Graduate Student.

Publication Opportunity

Publication opportunity for promising research articles in our reputed journal Management Dynamics, indexed in ICI, iScholar, and JGate; Now available on Elsevier Digital Commons platform.



Last date to Register: November 20, 2024

Account Details for Payment

Registration Fee <small>INR 2500/- for 5 days</small>		
	Category	Amount
<ul style="list-style-type: none"> • Winter School • Doctoral Colloquium • 3-Minute Thesis Pitch • Paper Development Workshop • Student Competition 	Participants (Indian)	500 INR (Per day)
	Participants (Foreign)	15 \$ (Per day)

Bank Name	Axis Bank Ltd.
Account Name	Jaipuria Lucknow Fees Collection
Account No.	913010055532569
IFSC	UTIB0000040
Swift Code	AXISINBB040
Address	Plot No 5 & 6 Local Shopping Center, DP Block Pitampura, New Delhi 110088

Registration Link: <https://bit.ly/3BvSHeS>

Eminent Speakers



Dr Alok Dixit
Associate Professor,
IIM Lucknow

Dr Alok Dixit is Associate Professor at the Indian Institute of Management, Lucknow. Dr. Dixit has been active in teaching and research in the areas of – Financial Derivatives, Risk Management, Invest Management, Management Accounting and Financial Markets, among others.



Dr. Nishtha Malik
Associate Professor,
Jaipuria Institute of Management, Lucknow

Dr. Nishtha is working as an Associate Professor at Jaipuria Institute of Management, Lucknow and has more than fifteen years of academic and industry experience. She has actively conducted workshops on Research Methodology & Quantitative Techniques with Software Applications. She is a reviewer for multiple journals in the areas of Leadership & Organization Development, Personnel, Healthcare, Nursing Studies, Hospitality Management, etc.



Ms. Chaitali Moitra
Regional Director – South Asia,
Turnitin

Ms. Chaitali Moitra is the Regional Director, of South Asia at Turnitin. She has 20+ years of experience across different industries in various areas - Sales, Marketing, Relationship Management, Digital Strategy, Training, Operations, Product Management and Recruitment.



Dr. Nripendra Rana
Professor,
Queen's Business School, Belfast, UK

Dr. Nripendra Rana is a Professor of International Business, Entrepreneurship, and Marketing (IBEM) at Queen's Business School, Belfast, UK. His current research interests focus primarily on the adoption and diffusion of emerging ICTs, e-commerce, — commerce, e-government, digital and social media marketing, and the role of artificial intelligence on consumer decision-making and behavior; Also the journal areas where he serves in editorial roles.



Dr. Jyotsna Bhatnagar
Professor & Dean- Research,
MDI Gurugram

Dr. Jyotsna Bhatnagar is currently the Dean Research at Management Development Institute, Gurugram. She offers teaching, training, research and consulting on Talent Management, Employer Branding, Strategic HRM. Her research has been published in reputed ABDC-A/A* journals.



Dr. Rehan Husain
Assistant Professor,
Jaipuria Institute of Management, Lucknow

Dr. Rehan is working as an Assistant Professor at Jaipuria Institute of Management, Lucknow. Mr. Rehan Husain has published in top-ranked International Journals in the areas of Retailing, Consumer Services, Fashion Marketing and Management, Information and Optimization Sciences, etc. He also reviews papers for reputed ABDC journals.

Eminent Speakers



Ms. Sangeeta Menon
Publishing Relationship Manager
at Emerald Publishing

sangeeta Menon is the Publishing Relationship Manager at Emerald Publishing, leading the publishing program for India, Sri Lanka, Bangladesh, Nepal, Maldives, and Bhutan. Before joining Emerald, she worked with leading publishers like Taylor & Francis (Editor - Journals, South Asia), Elsevier (Publisher, South Asia), and Wiley (Publishing Manager, India).



Dr Sudhir Rana
Associate Professor,
Gulf Medical University, UAE

Dr Sudhir Rana is Associate Professor at the College of Healthcare Management & Economics at Gulf Medical University, UAE. His research area is Consumer Behaviour, Organizational Performance, Emerging Markets, and Business Education. He holds editorial roles in multiple renowned journals



Dr. Shiva Kakkar
Vice President, AI Initiatives,
Jaipuria Institute of Management

Vice President AI Initiatives at Jaipuria Institutes of Management. He is an expert in Organizational Behavior and Human-AI interaction. His areas of interest in research are - Human-AI Collaboration, Generative AI, Employee Well being.



Dr. Sujeet Sharma
Professor, IIM Nagpur

Dr. Sujeet K. Sharma is a Professor at IIM, Nagpur. His research interests include Blockchain, Artificial Intelligence, Social Media, Mobile Technologies, e-services and IT for Disaster Management and his articles have appeared in prestigious journals. He serves in significant editorial roles in impactful journals.



Dr. Subhadip Roy
Professor,
IIM Ahmedabad

Dr Subhadip Roy is Professor of Marketing at the Indian Institute of Management, Ahmedabad. His research interests are in the areas of celebrity endorsement, digital marketing and advertising. He is the Chief editor of "Vikalpa: The Journal for Decision Makers.



Dr. Varsha Jain
Chair Professor- MICA, Ahmedabad

Dr. Varsha Jain is Chair Professor Marketing at Mudra Institute of Communications (MICA), Ahmedabad Her interest areas are ABCD – Advertising, Branding, Consumer behavior, and Digital (primarily immersive technologies, including Artificial Intelligence, Augmented Reality, Virtual Reality, and Metaverse. Dr. Varsha holds key editorial roles at prestigious ABDC-A journals.

Schedule

Day 1 : December 9, 2024 (Monday)

Time	Event
10:00 AM to 11:30 AM	Inaugural Session
11:30 AM to 1:00 PM	Topic : Academic Writing and Getting Published Speaker : Dr. Nripendra Rana , Professor Queen's University, Belfast, UK.
2:00 PM to 3:30 PM	Topic : Avoiding Desk Rejection and Upholding Ethics in Research Speaker : Ms. Sangeeta Menon , Publishing Relationship Manager at Emerald Publishing
4:00 PM to 5:30 PM	Topic : Econometrics for Finance using R Speaker : Dr. Alok Dixit , Associate Professor, IIM Lucknow

Day 2 : December 10, 2024 (Tuesday)

09:30 AM to 1:00 PM	Topic : Generating Theory by Deductive, Inductive, and Abductive Reasoning Speaker : Dr. Sujeet Sharma , Professor, IIM Nagpur
2:00 PM to 5:30 PM	Topic : Writing Harvard Cases: Insights from an Expert Speaker : Dr. Jyotsana Bhatnagar , Professor & Dean-Research, MDI Gurugram

Day 3 : December 11, 2024 (Wednesday)

09:30 AM to 5:30 PM	Topic : Full-day workshop on 'Managing the Life-cycle of Publications' Speaker : Dr. Subhadip Roy , Professor, IIM Ahmedabad
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Day 4 : December 12, 2024 (Thursday)

09:30 AM to 1:00 PM	Topic : Qualitative Research in the Digital Age Speaker : Dr. Varsha Jain , Professor, MICA, Ahmedabad
2:00 PM to 3:30 PM	Topic : Academic and Research integrity with AI Speaker : Ms. Chaitali , Regional Director, Turnitin
4:00 PM to 5:30 PM	Topic : Use of AI in Research Speaker : Dr. Shiva Kakkar , VP-AI Initiatives, Jaipuria Institute of Management

Day 5 : December 13, 2024 (Friday)

09:30 AM to 1:00 PM	Topic : Paper Development Workshop (PDW) Speaker : Dr. Nishtha Malik and Dr. Rehan Husain Jaipuria Institute of Management, Lucknow
2:00 PM to 3:30 PM	: Presentations
04:00 PM to 5:00 PM	Speaker : Dr. Sudhir Rana , Associate Professor, Gulf Medical University, UAE Valedictory Session

Patron



Dr. Kavita Pathak
Director
Jaipuria Institute of
Management,
Lucknow

Conveners



Dr. Anubhav Mishra
Dean Research,
Jaipuria Institute of
Management,
Lucknow



Dr. Arti Chandani
Professor & Chairperson -
FPM
Jaipuria Institute of
Management,
Lucknow

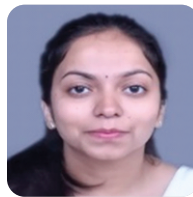


Dr. Pallavi Srivastava
Associate Dean –
International Relations
Jaipuria Institute of
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Team



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