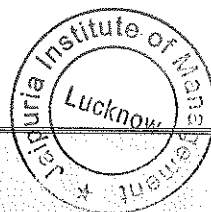


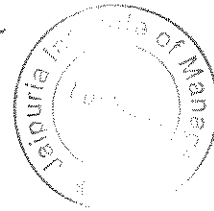
## 3.3.2.1. Detailed Report for Workshop &amp; Seminar.

| Year    | Name of the workshop/<br>seminar  | Number of<br>Participants | Date From<br>- To    | Link to the Activity<br>report on the website   |
|---------|---|---------------------------|----------------------|---|
| 2020-21 | Webinar on "Success Story of an Indian Entrepreneur in foreign country"   | 32                        | 6th August, 2020     | 6th August, 2020<br>Webinar on _Success Story of an Indian Entrepreneur in foreign country              |
| 2020-21 | Research webinar on 'Experimental Research Design   | 25                        | 7th August, 2020     | 7th August, 2020<br>Research webinar on 'Experimental Research Design',                                 |
| 2020-21 | FDP on "Qualitative Research Methods and Analysis using Digital Tools (Dedoose)   | 36                        | 4th November, 2020   | 4th November, 2020<br>FDP on _Qualitative Research Methods and Analysis using Digital Tools (Dedoose) , |
| 2020-21 | FDP on "The Art of Literature Review and Theory Building"   | 26                        | 26th September, 2020 | 26th September, 2020 -<br>FDP on _The Art of Literature Review and Theory Building ,                    |
| 2020-21 | FDP on "Online Teaching" organized by CLIC  | 22                        | 18 July, 2020        | 18 July, 2020 - _FDP on Online Teaching _organized by CLIC,   |
| 2019-20 | Research Talk By Prof. Arup Varma   | 24                        | 17th July, 2019      | 17th July, 2019-<br>Research Talk By Prof. Arup Varma   |
| 2019-20 | AACSB Workshop  | 6                         | 15th October, 2019   | 15th October, 2019-<br>AACSB Workshop   |
| 2019-20 | Research Seminar on Experience Sharing for Publication in Category Journals by Prof Shalini Srivastava (Associate Dean: Research, Jaipuria-Noida) | 28                        | 4th october, 2019    | 4th october, 2019 -<br>Research Seminar by Prof. Shalini Srivastava                                     |
| 2019-20 | Research Seminar on International Research Projects and Quality Publications by Prof Vikas Kumar  | 20                        | 4th January, 2019    | 4th January, 2019-<br>Research Seminar by Prof Vikas Kumar  |
| 2019-20 | AACSB Workshop  | 72                        | 8th February, 2020   | 8th February, 2020-<br>AACSB Workshop   |



|         |   |    |                  |   |
|---------|---|----|------------------|---|
| 2018-19 | Research Talk by Dr. Probir Kumar Banerjee  | 23 | 15th May, 2019   | 15th May, 2019- Research Talk by Dr. Probir Kumar Banerjee        |
| 2018-19 | Visit of Prof. Rakesh Belwal, Associate Professor, Faculty of Business, Sohar University, Sultanate of Oman | 28 | 1-4 August, 2018 | 1-4 Aug, 2018 - Visit of Prof. Rakesh Belwal to Jaipuria, Lucknow |

*[Handwritten signature]*



## Webinar on "Success Story of an Indian Entrepreneur in foreign country" ,6th August, 2020

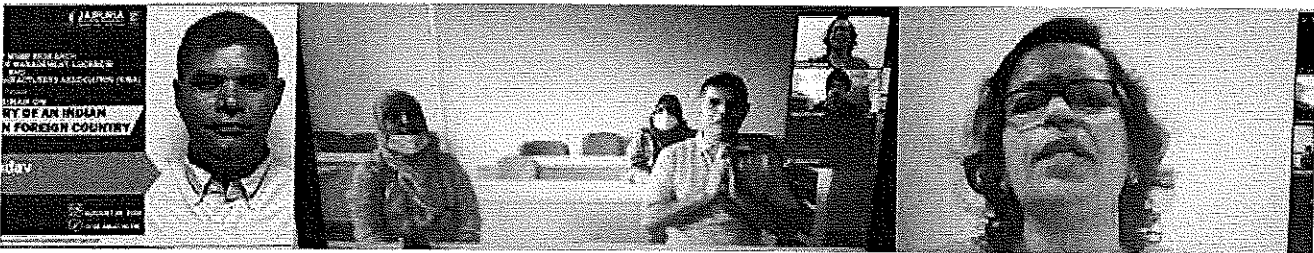
MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

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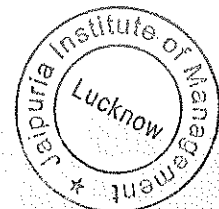
To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jl19@jaipuria.ac.in, Abha Dixit R Jaipuria Lucknow <abha.dixit@jaipuria.ac.in>, rahul.choudhury.21l@jaipuria.ac.in, group1.lucknow@jaipuria.ac.in, group2.lucknow@jaipuria.ac.in, group3.lucknow@jaipuria.ac.in, jl20@jaipuria.ac.in

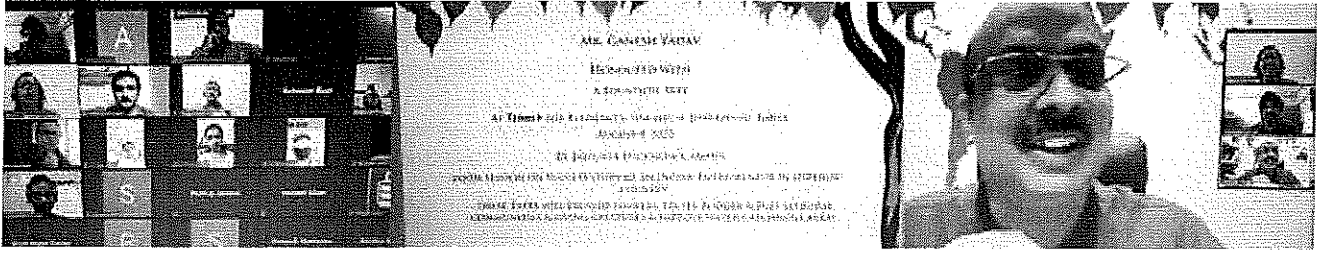
## Webinar on "Success Story of an Indian Entrepreneur in foreign country" at Jaipuria Institute of Management, Lucknow | 6<sup>th</sup> August, 2020

On the 8<sup>th</sup> of August, the **Centre for MSME Research, Jaipuria Institute of Management, Lucknow** and **Small Industries and Manufacturers Association (SIMA)** organized a webinar on "**Success Story of an Indian Entrepreneur in foreign country**". This event was organized under the guidance of **Dr. Kavita Pathak, Director Jaipuria Lucknow**. **Dr. Reena Agrawal, Chairperson Centre for MSME Research**, welcomed the esteemed guest, **Mr. Ganesh Yadav, Owner Ranjan Traders, Japan** with the **green certificate** and introduced the guest. Mr. Ganesh Yadav owns five restaurants and a trading company that deals in heavy machinery, grocery items and agricultural products in Japan. He shared in detail how he set up a business in Japan, what were the challenges that he faced and the secret of his continuous growth. He said he has also created businesses in Burma. Students and MSME player asked several questions, Dr. Reena Agrawal moderated the session.



Dr. Reena Agrawal then invited **Prof. Deepak Singh** to brief the audience about the CEFB. Prof. Deepak Singh shared with the audience the various initiatives taken by **Centre for Entrepreneurship and Family Business** and also introduced one of our incubatee and invited him to speak. **Mr. Suraj Yadav, Owner Tifflo**, an incubatee of Jaipuria Institute of Management Lucknow, shared his journey with the audience. Dr. Reena Agrawal asked questions posted by the students. Both the entrepreneurs shared with their entrepreneurial journey and told the basic tenet of succeeding in business. The session was very well received, one hundred and fifty plus people including students and MSME players joined the session.





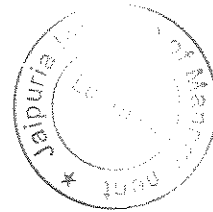
Dr. Reena Agrawal, **Mr. Harjinder Singh**, General Secretary Small Industries and Manufacturers Association (SIMA) proposed the vote of thanks. **Ms. Kulsoom**, former CR-PGDM (FS), was the anchor of the event.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Prof. Abha Dixit**

**Writer: Helping Hand**

**Photographer: Helping Hand**

**Thanks & Regards,**



**Media Relation Committee Lucknow  
Capture the vision..**

**Media Relations Committee Lucknow**

**Mr. Rahul Choudhury  
Student Coordinator**

**MRC**

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**Best Wishes,  
Dr. Abha Dixit  
Chair-MRC**

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**Research webinar on 'Experimental Research Design', 7th August, 2020**

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MRC Jaipuria, Lucknow &lt;mrclucknow@jaipuria.ac.in&gt;

Tue, Aug 18, 2020 at 10:32 AM

To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jl19@jaipuria.ac.in, Abha Dixit R Jaipuria Lucknow <abha.dixit@jaipuria.ac.in>, rahul.choudhury.211@jaipuria.ac.in, group1.lucknow@jaipuria.ac.in, group2.lucknow@jaipuria.ac.in, group3.lucknow@jaipuria.ac.in, jl20@jaipuria.ac.in

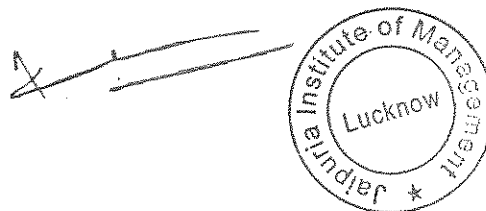
**Research webinar on 'Experimental Research Design' at Jaipuria Institute of Management, Lucknow| 7<sup>th</sup> August, 2020.**

On 7<sup>th</sup> of August, 2020, a **research webinar** on the topic '**Experimental Research Design**' was organized at **Jaipuria Institute of Management Lucknow**. The speaker for the session was **Dr. Rahil Shams**, a PhD from University of Queensland, Australia. Currently she is a **Faculty (Marketing) at School of Business and Law, Central Queensland University, Melbourne, Australia**. This webinar was facilitated by **International Relations Committee** in collaboration with the **Research Cell** and coordinated by **Prof. Pallavi Srivastava, Chairperson (International Relations-External Linkages Development)**. This session was attended by faculty members from the different campuses of Jaipuria Institute of Management as well as external participants across India.

The session took place via Zoom App and commenced with a brief introduction of the guest, Dr. Rahil Shams, by Prof. Pallavi Srivastava. After that, **Prof. Ankit Mehrotra, Associate Dean (Research)** welcomed the guest by presenting her a **Green Certificate** and communicated the significance of research and the relevance of experimental research design.

Dr. Rahil Shams started the session by giving a brief introduction about her journey and threw some light on the **importance of statistics as a tool for publication**. Thereafter, Dr. Shams explained the agenda of the session, which were:

- Introduction to the topic
- Planning an experiment



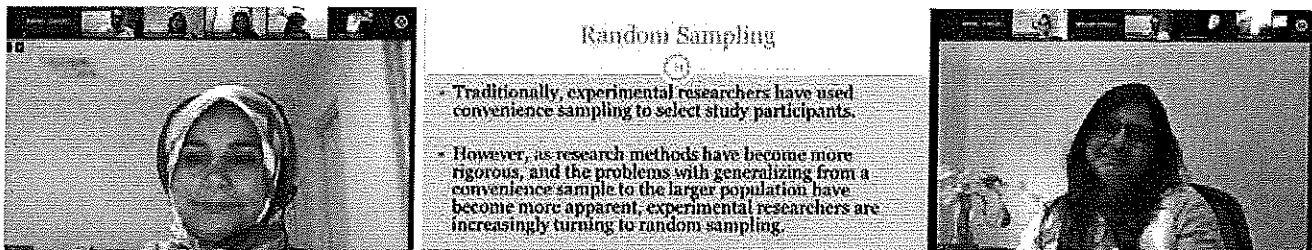
- Designing an experiment

Taking about the topic she began by stating the fundamental ways that research questions can be answered:

- Observing what naturally happens in real world without interfering with it.
- Manipulating some aspects of the environment and observe its effect.

Dr. Rahil stated about **planning an experiment** where she emphasized, before collecting any data a lot of preparation must be done; this is a vital part of the research. She explained the importance of Reliability; how it is a measure to produce stable, consistent score. She further explained about measuring validity and its type:

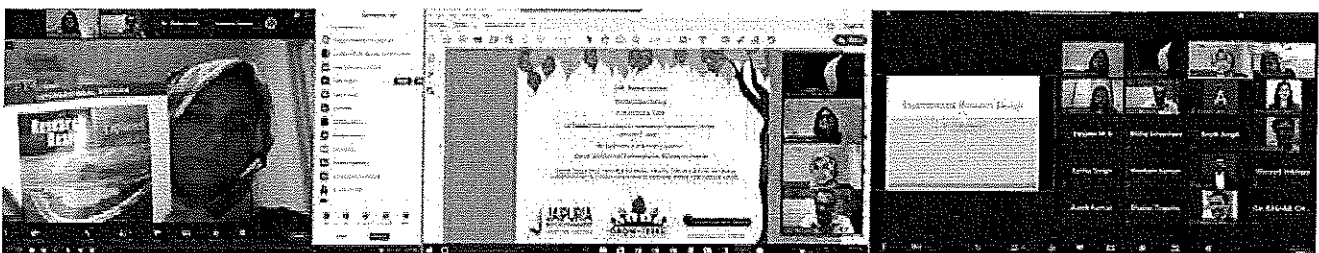
- Internal
- Construct
- External



Furthermore, Dr. Rahil introduced the topic of **Designing an Experiment**; a good design is the one that produces reliable, valid and generalizable results. She also explained the **principles of Experimental Design**:

- Control by Matching
- Control by Randomization

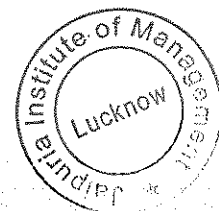
After this she explained the **types of experimental design**, basically; True experiments and Quasi-experiments. The purpose of both is to examine the cause of certain phenomena. She showed example to explain the processes in a simplified way.



Dr. Rahil also explained the recent trends in Research sector, how more randomization is expected in this recent times. In the end, the quest recommended a few books for reference, which was followed by the **Vote of Thanks** by Prof. Pallavi Srivastava.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Prof. Abha Dixit**

**Writer: Mr. Rahul Choudhury**



**Photographer: Mr. Rahul Choudhury**

**Graphic Designer: Mr. Rahul Choudhury**

**Thanks & Regards,**



**Media Relation Committee Lucknow**  
**Capture the vision..**

**Media Relations Committee Lucknow**

**Mr. Rahul Choudhury**

**Student Coordinator**

**MRC**

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**E-mail: rahul.choudhury.21l@jaipuria.ac.in**

**Best Wishes,**  
**Dr. Abha Dixit**  
**Chair-MRC**



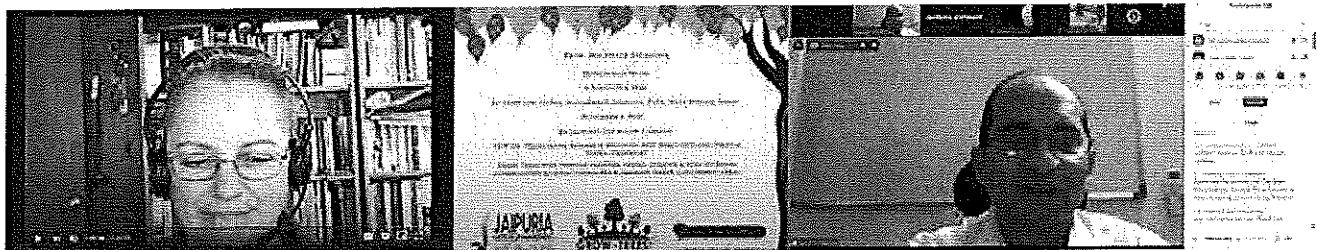
## FDP on "Qualitative Research Methods and Analysis using Digital Tools (Dedoose)", 4th November, 2020

MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in> Mon, Nov 9, 2020 at 2:15 PM  
To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasoon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jl19@jaipuria.ac.in, Abha Dixit R Jaipuria Lucknow <abha.dixit@jaipuria.ac.in>, rahul.choudhury.211@jaipuria.ac.in, jl20@jaipuria.ac.in

## FDP on "Qualitative Research Methods and Analysis using Digital Tools (Dedoose)" at Jaipuria Institute of Management, Lucknow | 4th November, 2020

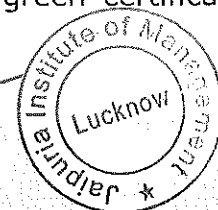
On 4<sup>th</sup> November, 2020, a Pan Jaipuria Campus online FDP was organized by Operations Management & Decision Sciences Area.

This FDP was based on a very relevant topic - *Qualitative Research Methods and Analysis using Digital Tools (Dedoose)*. The resource person for this FDP was Prof. Michelle Salmons (President of the Institute for Mixed Methods Research, USA & Adjunct Professor at the University of Canberra, Australia).



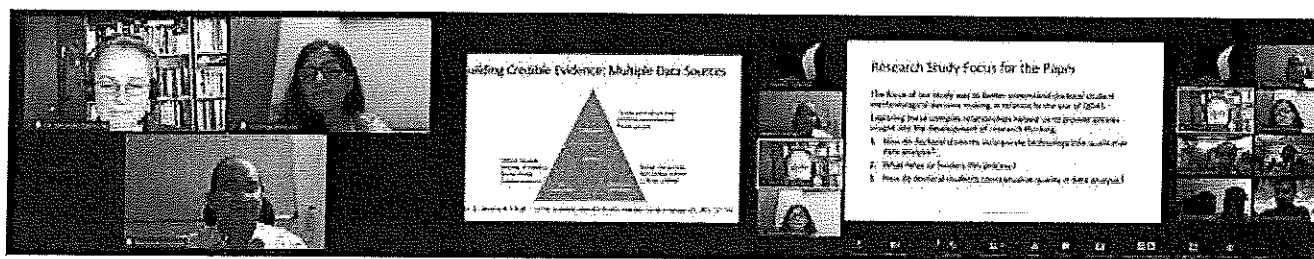
She is a prolific researcher and well-known author of bestselling books such as 'Qualitative and Mixed Methods Data Analysis using Dedoose, A Practical Approach for Research across the Social Sciences' published by Sage Publishing House.

The session was moderated by Prof. Masood Siddiqui Pan Area chair for **Operations Management & Decision Sciences Area**. The session began with the introduction of Dr. Michelle by Prof. Anupam Saxena followed by presentation of green certificate to Dr. Michelle by Prof. Masood Siddiqui.





This online FDP covered many new and innovative approaches, some of which include:- Understanding the major tools & techniques of qualitative research. How useful it is to collect and assimilate qualitative data through digital modes. Dr. Michelle gave an insider view about how to collect qualitative data effectively, how can software like Dedoose help in coding the relevant information and what is the role of memos as well as reflective notes in software used. She also highlighted about aligning methodology with technology, data preparation techniques, building a web of connections, coding of qualitative data for further analysis not only text but videos and pictures also, coding and tree structures, use of Dedoose for organizing data structures analysis and dealing with them and handling large amount of qualitative data to make meaningful conclusion that can be used for developing a good research base.



The event received participation from approximately 200 people across the globe, within and outside India and was attended by faculty members from different campuses of Jaipuria Institute of Management.

The session was very interactive and lot of questions and discussions happened during the session which made it interesting and informative.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Dr. Abha Dixit**

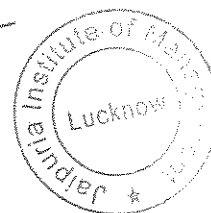
**Writer: Helping Hand**

**Photographer: Helping Hand**

**Graphic Designer: Mr. Rahul Choudhury**

**SPOC: Ms. Deepannita Sarma**

**Thanks & Regards,**





**Media Relation Committee Lucknow**  
**Capture the vision.**

**Media Relations Committee Lucknow**

**Mr. Rahul Choudhury**  
**Student Coordinator**

**MRC**

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**E-mail: rahul.choudhury.211@jaipuria.ac.in**

**Best Wishes,**  
**Dr.. Abha Dixit**

**Chair- MRC**



## FDP on "The Art of Literature Review and Theory Building", 26th September, 2020

MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

Tue, Sep 29, 2020 at 1:54 PM

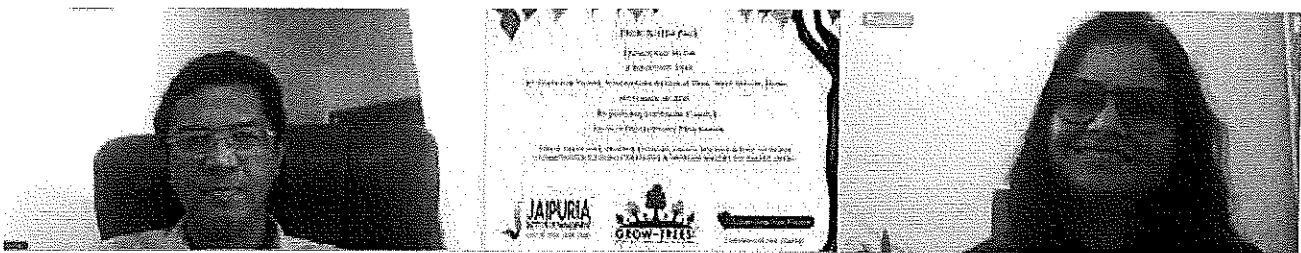
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## FDP on "The Art of Literature Review and Theory Building" at Jaipuria Institute of Management, Lucknow | 26th September, 2020

"The measure of greatness in a scientific idea is the extent to which it stimulates thought and opens up new lines of research."

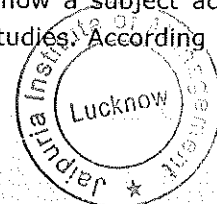
— Paul Dirac

On 26<sup>th</sup> September, 2020, Jaipuria Institute of Management, Lucknow organized an online Research FDP on the Topic "The Art of Literature Review and Theory Building". The FDP was organized by the **International Relations Committee** along with the **Research Cell** and was coordinated by **Prof. Pallavi Srivastava, Chairperson, International Relations- External Linkages Development** under the guidance of **Prof. Ankit Mehrotra, Dean of Research**. The distinguished Speaker for the session was **Prof. Justin Paul, University of Puerto Rico, San Juan, PR, USA, Editor-in- chief, International Journal of Consumer Studies, Distinguished Professor, IIM Kozhikode, SIBM Pune, and MS University, Tamil Nadu**. The event received participation from far and wide, within and outside India and was attended by faculty members from different campuses of Jaipuria Institute of Management.



The event commenced with a brief introduction of the guest, **Prof. Justin Paul** by **Prof. Pallavi Srivastava** followed by a welcome address by **Prof. Ankit Mehrotra**, who welcomed the guest by presenting him with a **Green Certificate**. Prof. Ankit Mehrotra then briefed everyone about how the session will discuss two very important facets of research, **Literature review** which is the epicenter of any research and **Theory building** which provides a framework for analysis.

Prof. Justin Paul then began the session by giving an insight about his Life experiences and then emphasized on the importance of **Literature Review Articles**. He explained how a subject advances when studies are designed in a way that adds value based on findings of prior studies. According to Prof.



Justin Paul, the purpose of reviewing articles is to provide new ideas and directions to help future researchers in undertaking **Novel research**, instead of recycled research. He discussed key points for **Topic selection Criteria** and **Article selection criteria** and emphasized on the importance of Keywords. He then talked about the different methodology of developing a classical literature review article and spoke on the fact that while developing a literature review article, one should keep in mind **General Selection Criteria**, as it is very important and critical.



He further talked about **Sample size** and **Time Period** wherein he recommended having a minimum of 40 sample articles which should be reviewed before choosing a specific field for literature review. He moved on to classify review articles into different types of:

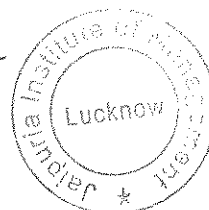
- Structured review Articles
- Framework Based Review (ADO, TCCM, 6W etc.)
- Theory Based Review
- SLR- Narrative Type
- Bibliometric Review
- Meta-Analysis
- Review with Theoretical/ testable Proposition

In the second part of session Mr. Justin Paul talked about- **"How to develop theoretical models and frameworks"**. He said in order to get published in the 'Journal of Business Research', one should set a goal of getting their manuscript significantly advanced in theory, which should provide generalizable empirical research or new models or methods to be used in a businesses. He also told the audience the difference between proposing a theoretical model and developing one. He said, **"Posting without testing can only be called as Proposing New Theory and when you go ahead with testing the proposed theory it can be called a developed theory"**.

He further talked about the different types of **Proposing Theories** -

- Springboard Theory
- Classic Theories which include -
  - Theory of planned Behaviour
  - Agency theory
  - Transactional Theory
  - Institutional Theory
  - Network Theory

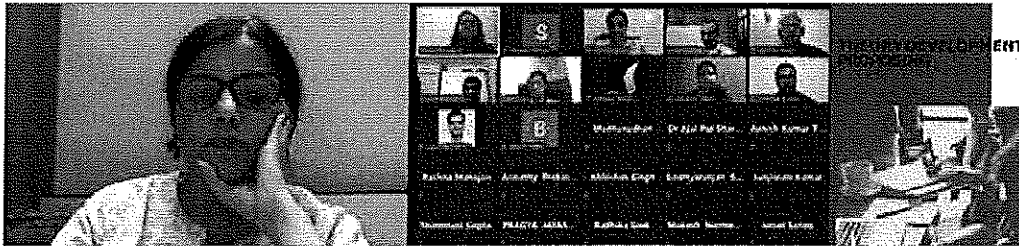
*Justin Paul*



- Self Determination Theory

He mentioned the 7 P framework for international marketing from which one could learn how to develop propositions. He also talked about the **Developing Models/ Theories** like-

- Upsala Model
- CPP Model
- Masstige Model



He then discussed how with time these models change to theories and help businesses and people. Stating some examples, he told about **Few models that changed into theories** -

- Masstige Theory for Marketing
- CAGE Framework
- Technology Adoption Model
- Springboard Theory
- Dynamic Capability Theory
- Resource Based View etc.

The session ended with a question answer round in which everyone participated, and Vote of Thanks was given by **Prof. Pallavi Srivastava**.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Dr. Abha Dixit**

**Writer: Ms. Aanshi Mittal & Mr. Hardik Agarwal**

**Photographer: Mr. Safwan Ahmad**

**Graphic Designer: Mr. Hardik Agarwal**

**SPOC: Ms. Shruti Singh**

**Thanks & Regards,**



**Media Relation Committee Lucknow**  
Capture the vision...

## **Media Relations Committee Lucknow**

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**Best Wishes,**  
**Dr. Abha Dixit**  
**Chair-MRC**

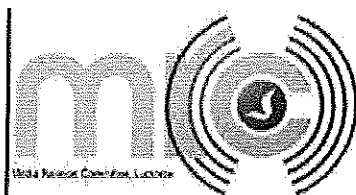
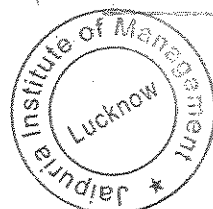


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## "FDP on Online Teaching" organized by CLIC, 18 July, 2020

MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

Mon, Jul 27, 2020 at 2:12 PM

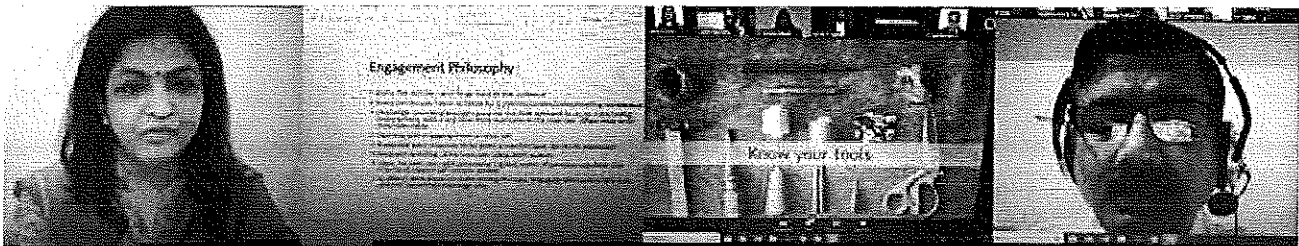
To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, jl18@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jl19@jaipuria.ac.in, Abha Dixit R Jaipuria Lucknow <abha.dixit@jaipuria.ac.in>, rahul.choudhury.211@jaipuria.ac.in

### "FDP on Online Teaching" organized by CLIC (Centre for Learning, Innovation, and Case Development) and Research Cell |18 July, 2020.

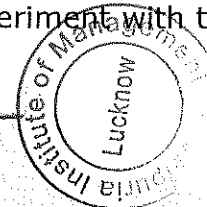
**The full day FDP commenced with the opening remarks of Dean Academics followed by the Online Teaching Demonstration-Best Practices by Prof. Dr. Kavita Pathak Director, Lucknow campus.**

She presented on the topic "**Consumer behaviour**". The salient points of her presentation included -Ping the audience at every five minute, Break for a poll/discussion/video/reading review/quiz every ten minute, Concluding every activity with a one liner from every student in the chat box, Opening with engaging students with their SIP, Frequent revisiting of the concepts using short quizzes, Opening of next class with presenting highest scorer of previous quiz/best one liner/best student SIP connect answer, Working more on orchestrating the class, engaging with several elements, not imparting knowledge only. She emphasized upon using teaching resources like Readings, Polls, Post Poll Discussion, Discussion Forum, Videos and video debrief, PPTs of concepts of the course, Self-assessment quizzes.

Thereafter, **Prof. R. K. Ojha** presented a demo session on the topic "**Price Elasticity of Demand**". He talked about starting with a recap of previous class, conducting a revision quiz, 5 MCQ through Poll/ PPT, Answers to be shared on chat, Discussion of Questions and answers, Demonstration of concept through numerical examples, Use of mentimeter for poll, Summary of current session to finish the lecture, Brief description of the topic of next class.



**Prof. Ankit Mehrotra presented on the topic "Tips and Tricks for Online Teaching".** He discussed about revisiting tools available on Moodle, experiment with tools, mixing



and matching the tools, pinging students regularly by asking random questions, **allowing** students to choose other students to answer on behalf of him. It will increase collaboration between students, giving some time and space to think, using role play can be used for demonstration, **incorporating mentimeter**, displaying your emotions whenever you feel happy, sad, or angry, offering incentives to motivate students, ensuring student connectedness for collaborative tasks, creating online workgroup / team and virtual celebration

**Dr. Subhendra Parihar** represented Marketing area and presented on the topic "**Demonstration of teaching tools in a typical class session**". The salient points of his presentation encompassed discussing job descriptions with students, so that students can develop their interest in the course, Facebook page for collaboration and 24\*7 support, using **Discussion forum** and Breakout rooms as and when required.

**Prof. Dheeraj Misra** represented Finance Area and presented on the topic "**Financial derivatives and risk management**". The key points in his presentations were use of **Business questions related to course** after completion of lecture and polls during lecture.

**Prof. Manisha (HR/OB area)** presented on the topic "**Organisational Behaviour**". The key points of his presentation were Solo or collaborative role play, Peer review group work among students, Learning by doing exercises, Ice breaking sessions for 10 mins by discussion on given topic, Random questions to summarize the lecture, Quiz to close the class, Short video for in-class discussion

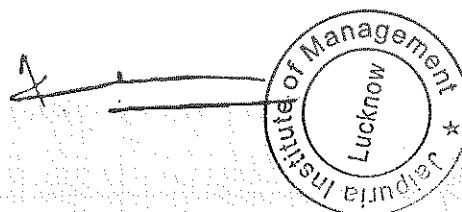
**Prof. Maneesh** represented **General Management Area** and emphasized upon using Video demonstration followed by Discussion on video about general management

**Prof. Anupam Saxena** represented **Operations Management** and presented on the topic "Service Operations". The salient points emerged from his presentation included Interactions with the audience at every 10 min interval, use of poll/discussion /small case let / situation during concept explanation, use of numerical, news analysis, video, reading review, quiz, **bring in** Probing questions, short quizzes, Breakout room

**Dr. Richa** represented **Decision Sciences Area** and presented on the topic "**Statistics for Management**". She talked about interacting with students at regular interval, using Poll Discussion on case lets, Probing questions, Short quizzes, breakout room for discussion

**Dr. Abha Dixit** represented **Business Communication Area** and presented on the topic "**Email Writing**". She talked about **incorporating primer quiz**, engaging the students in independent task practice, Independent practice followed by Review and Feedback, integrating Clustering/Diagramming/Drafting Techniques/Vocabulary Box/ Dialogue box/ Language box as per the requirement of the students.

**Dr. Preetam Suman** presented on the topic "Inputs from Empirical based approach for online teaching- "**Students Engagement: Why, What, and How**". The key points of his presentation consolidated the what, when and how of student engagement practices in online teaching. He talked about various type of engagement like cognitive, behavioral, collaborative, emotional, social as well as its associated tools and techniques. He concluded his presentation with the don't and do for online teaching

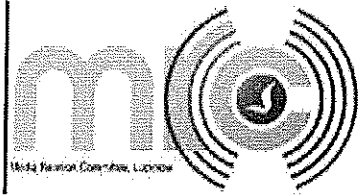




**Prof. R K Ojha, Dean Academics,** delivered the vote of thanks towards the end.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Prof. Abha Dixit**

**Thanks & Regards,**



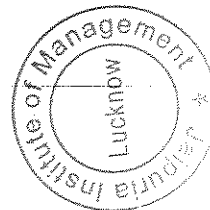
**Media Relation Committee Lucknow  
Capture the vision..**

**Media Relations Committee Lucknow**

**Mr. Rahul Choudhury  
Student Coordinator  
MRC**

**Phone: +91 8638035571**

**E-mail: rahul.choudhury.211@jaipuria.ac.in**



**Best Wishes,  
Dr. Abha Dixit  
Chair-MRC**

## Research Talk By Prof. Arup Varma

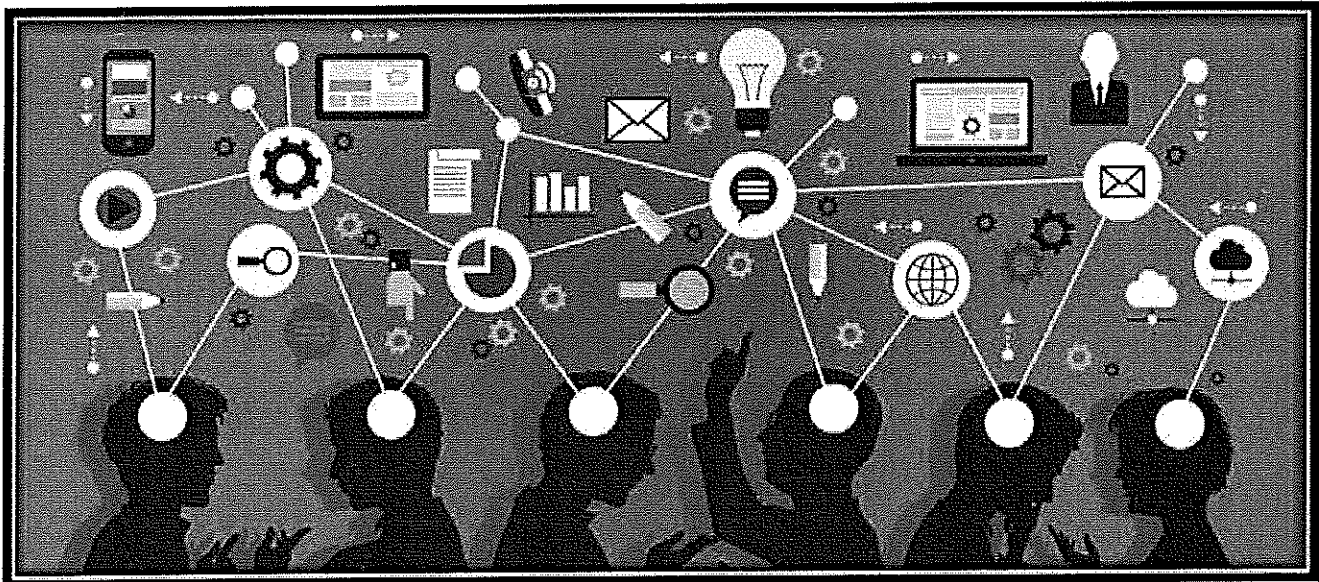
MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

Tue, Jul 23, 2019 at 8:55 PM

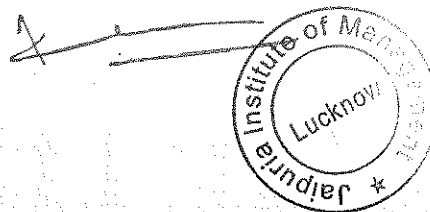
To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, jl18@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jaipuria.social@reinventdigital.com, kushal.nakra.20l@jaipuria.ac.in, jl19@jaipuria.ac.in

# Research Talk By Prof. Arup Varma 17<sup>th</sup> July, 2019

“Writing the perfect paper is a lot like a military operation. It takes discipline, foresight, research, strategy, and, if done right, ends in total victory.”- Ryan Holiday

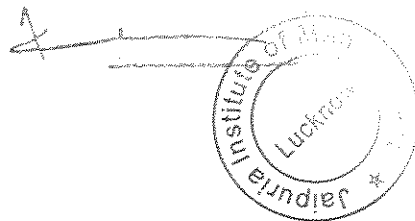


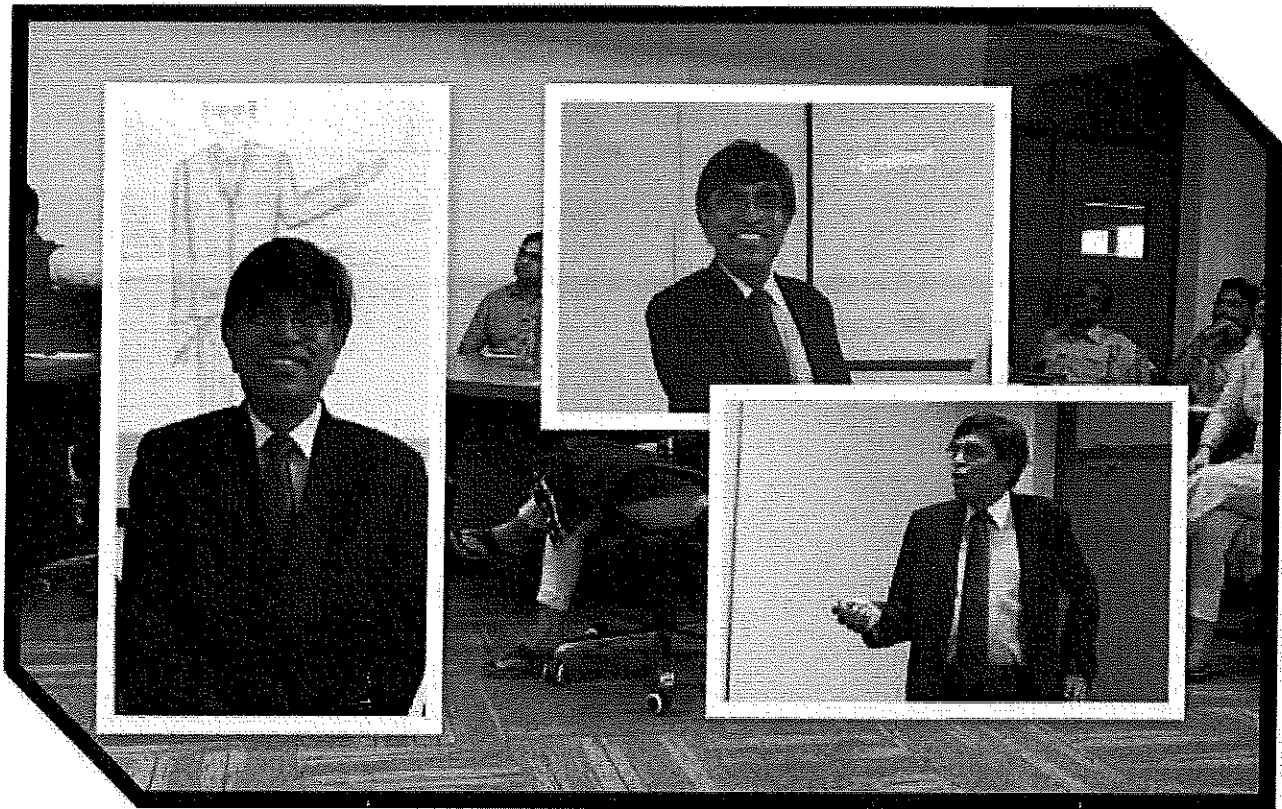
Prof. Arup Varma visited Jaipuria Institute of Management, Lucknow on 17<sup>th</sup> July, 2019. He is a Professor of Human Resource Management at Loyola University Chicago's Quinlan School of Business.



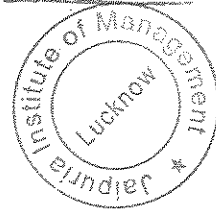


Prof. Varma has been a visiting professor at Beijing International MBA (Peking University, China), Great Lakes Institute of Management (India), XLRI – School of Business and Human Resources (India), and has guest lectured at several universities in the United States, China, India, Panama, and the United Kingdom



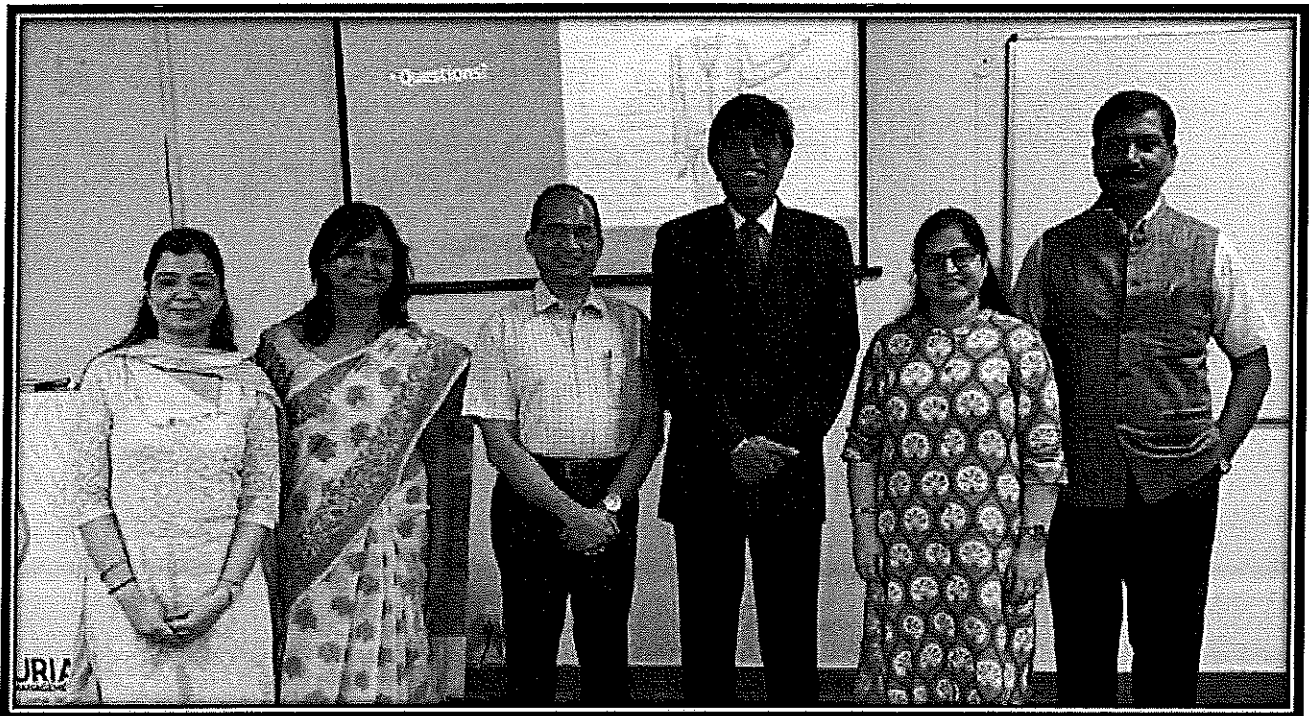


A PhD from Rutgers University of New Jersey and an MS from Xavier Labor Relations Institute, Jamshedpur, India, he completed his bachelors in Economics from St. Xavier's College, Calcutta, India. Professor Varma has published over 50 articles in leading refereed journals such as the Academy of Management Journal, Personnel Psychology, the Journal of Applied Psychology, the International Journal of Human Resource Management etc., to name a few.

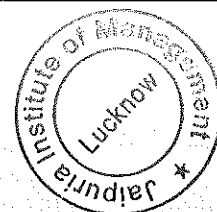




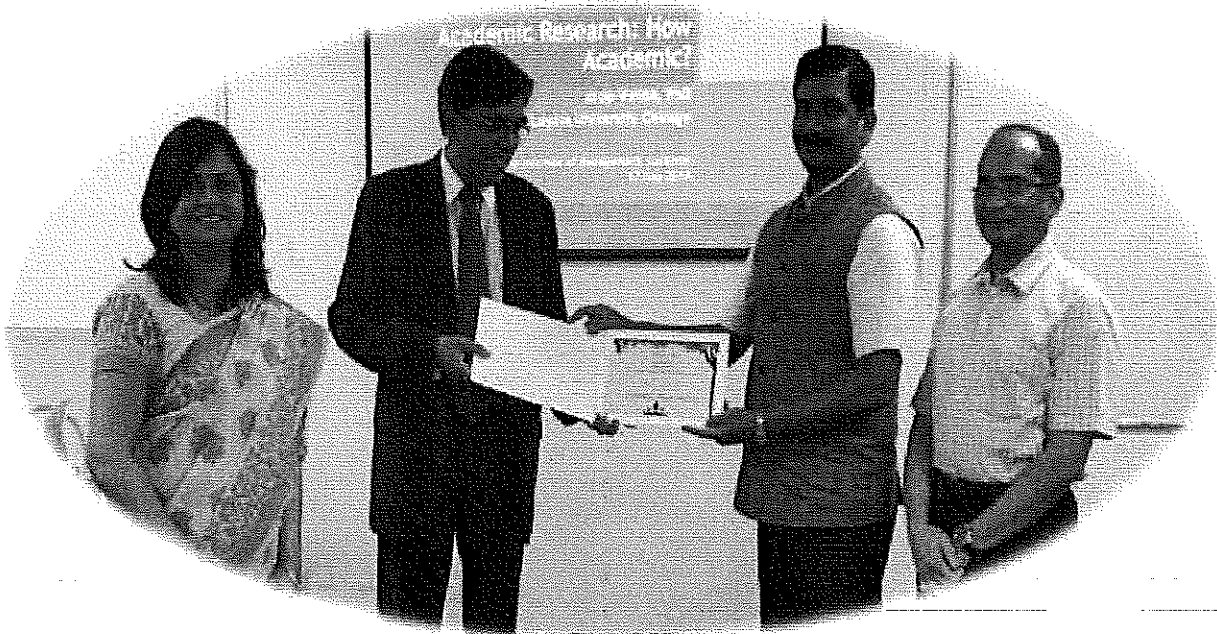
Prof. Varma has also presented over 90 refereed research papers at leading international conferences, and authored 35 book chapters. He is also an active member of Academy of Management. His current research focuses on expatriate categorization and adjustment issues, and is widely cited. He has been recognized by his colleagues and students with multiple awards for teaching, research, and service.





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The visit of the esteemed speaker was facilitated by International Relations Committee under the guidance of Prof. Pallavi Srivastava, Chair IRC (External Linkages Development) and Prof. Swati Guleria Shukla, Chair IRC (Student & Faculty Exchange). During his visit, a Faculty Development Program was organized by the Research Committee under the guidance of Prof. Masood Siddiqui, Dean (Research).

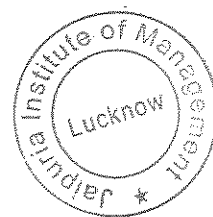


In the FDP, Prof. Varma delivered research talk on 'Academic research: how academic?' and on 'The Commonly observed shortcomings in manuscripts submitted to management journals'. The session commenced with the introduction of the guest speaker by Prof Pallavi Srivastava which was followed by a warm welcome by the Dean (Academics), Prof R.K. Ojha by presenting him with a Green Certificate.

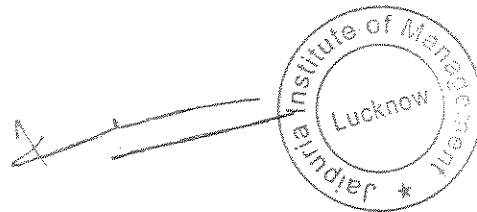


Prof. Varma began with a brief introduction about himself and the session then progressed toward discussion on the importance of idea generation in research context. He deliberated upon the role reading quality journals, drawing from one's own experiences, attending conferences/seminars, collaborations play in generating research Ideas. Prof Varma reiterated the fact that good research will always find a home. He highlighted the crucial role of Collaborative research. He went on to add that while seeking research collaborations it is critical to bring people from diverse fields, figure out who's good at what and work in complementarily.





Prof. Varma then went on to address the state of management research in India and the common bottlenecks that are faced. It was discussed that it is important to develop models/theories especially relevant in the Indian context. He further went on to debate upon the common errors found in manuscripts in India. Fragmentation, lack of integration, lack of significance and originality, inadequate and sloppy discussion, implications, poor research design, premature submission were some of the points that were debated upon.







The session ended on a positive note with Prof. Masood Siddiqui, Dean (Research) presenting the Memento to our esteemed guest speaker and extending a vote of thanks on behalf of all the faculty members to Prof Varma for sharing his valued experience in research and giving his valuable time to the institute.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:**

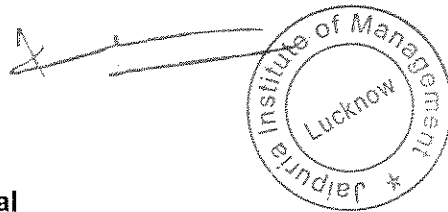
**Under the guidance of Faculty Coordinator: Prof. Reeti Agarwal**

Writer: Helping Hand

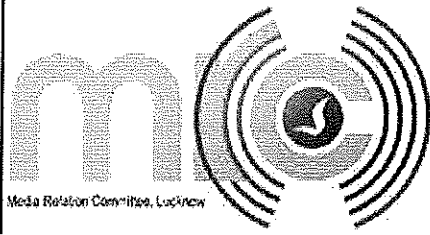
Photographer: Helping Hand

Graphic Designer: Ms. Parul Jaiswal

Social Media: Mr. Kushal Nakra and Ms. Parul Jaiswal



**Thanks & Regards,**



**Media Relation Committee Lucknow**

*Capture the vision..*

**Media Relations Committee Lucknow**

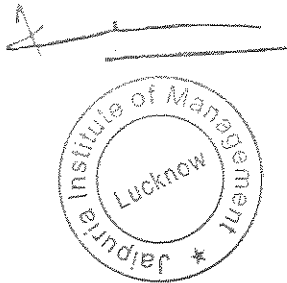
**Mr. Kushal Nakra**

**Student Coordinator**

**MRC**

**Phone: +91 8563858858**

**E-mail: [kushal.nakra.201@jaipuria.ac.in](mailto:kushal.nakra.201@jaipuria.ac.in)**



**Best Wishes,**

**Dr. Reeti Agarwal**

**Chair-MRC**

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**AACSB workshop on 8 Feb 2020**

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Prof.R.K.Ojha, Jaipuria, Institute of Management, Lucknow &lt;raj.ojha@jaipuria.ac.in&gt;

Wed, Jan 29, 2020 at 10:37 AM

To: faculty.lucknow@jaipuria.ac.in, admin.lucknow@jaipuria.ac.in

Cc: kavita.pathak@jaipuria.ac.in

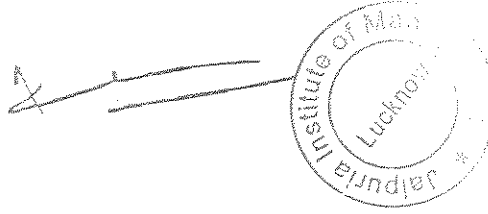
Dear Colleagues,

A full-day workshop on AACSB accreditation is scheduled on February 08, 2020 at our campus. Dr. Prabhat Pankaj, Dr. Somayajulu, and Mr. Prasoon Tripathi will be the resource persons for the workshop.

All faculty members, officers and staff members (Assistant Manager and above), and entire PMC team are required to attend the workshop.

With regards,

RK Ojha





Monika Sharma Jaipuria, Lucknow <monika.sharma@jaipuria.ac.in>

## Research Seminar

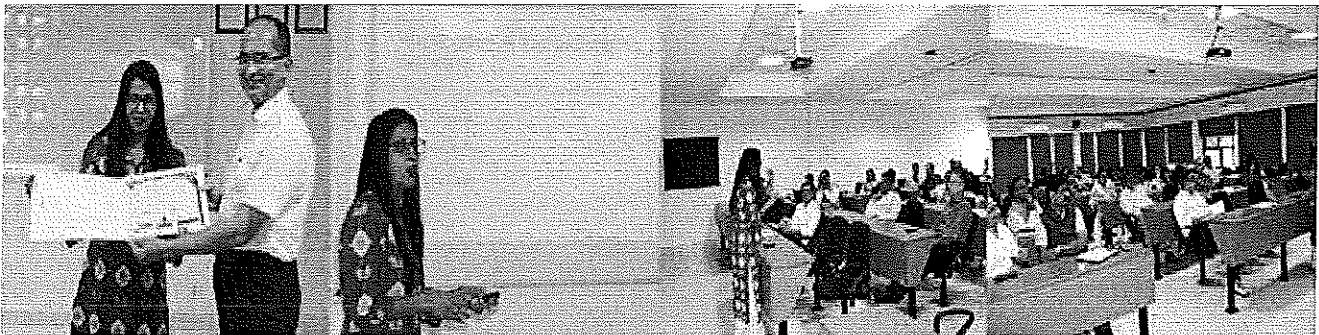
MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

Thu, Oct 10, 2019 at 11:40 AM

To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, jl18@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jaipuria.social@reinventdigital.com, "Kushal Nakra Student, Jaipuria Lucknow" <kushal.nakra.20l@jaipuria.ac.in>, jl19@jaipuria.ac.in

## Research Seminar at Jaipuria Institute of Management, Lucknow 4<sup>th</sup> October, 2019

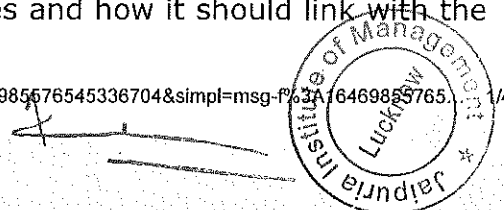
A Research Seminar was held on 4th October, 2019 in Jaipuria Institute of Management Lucknow, by **Dr. Shalini Srivastava, Associate Dean (Research), Jaipuria Institute of Noida**. The seminar was conducted under the guidance of **Dr. Masood H Siddiqui, Associate Dean (Research)** in the presence of the faculty members of Jaipuria Lucknow.



The session commenced with **Dr. Masood Siddiqui** presented **Green-Certificate** to **Dr. Shalini Srivastava**. In the discussion on the "**Experience Sharing for Publication in Category Journals**", Prof Srivastava laid points starting from the first phase of writing a research paper, deciding the journal one wants to get it published in, the minute details of what a good research paper presents and how much and how precisely the information it gives to the reviewer to fetch the publishing.

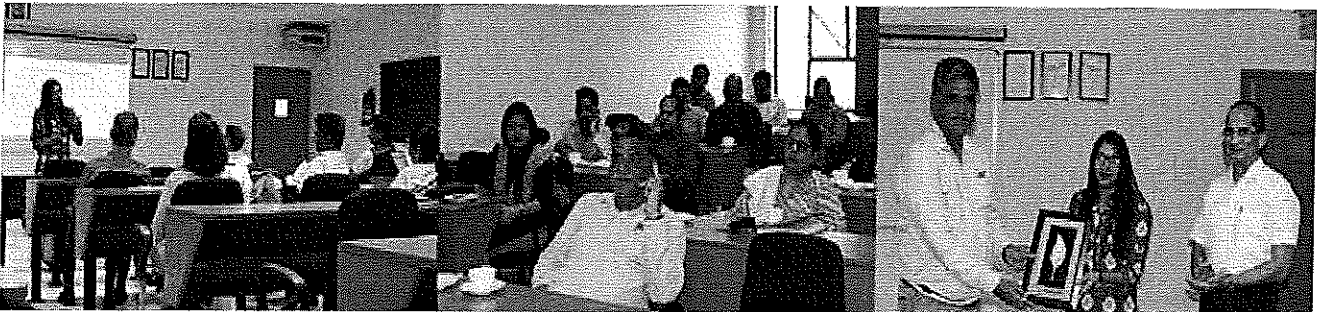
She had a very clear **pointwise breakdown of those steps** which goes as follows:

- 1) Choosing the journal very well that one wants the paper to get published in.
- 2) Identifying the topics that align with the objectives and how it should link with the theory.



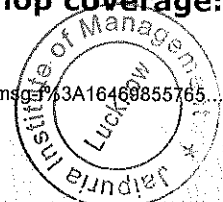
- 3) One should never neglect the reason of rejection of the paper. Hence, reviewing the paper well is a necessity.
- 4) Citing the references from the targeted journal is again a crucial step.
- 5) Comments of rejected papers should be thoroughly reviewed and necessary changes, if mentioned, could be made.
- 6) Collaboration with someone willing to write the paper helps one to have diverse knowledge of different fields which yields to even better researches.
- 7) Usage of simple and clear approach in writing the paper should be preferred.
- 8) Aligning citations with references because these are the highlighted parts.
- 9) One should try to step out of the comfort zone in selecting the subject of their paper to broaden ones horizon.
- 10) Do it if the passion drives you to write it. This Passion is the major player here.
- 11) Decide one's own deadline as to when the paper has been completed and sticking to it. Even if one's collaborating, one should make sure that they follow the deadline and work accordingly too.
- 12) Copyediting should not be ignored. It helps eradicate a lot of grammatical errors and other shortcomings from the paper which one tends to overlook.
- 13) The paper should carry its own uniqueness and originality and a good relationship with the literature.
- 14) A small letter to the editor should be mentioned.
- 15) Being more up to date in what one's trying to deliver through their paper, is it adding a value to the existing theory or not?

After having an in-depth knowledge of how to have the correct approaches towards writing a paper till its publishing, Prof Shalini put the **house open for discussion** where faculty members discussed a lot of other aspects of research paper like the methodologies, old citations, ethics to create/ add to the existing theory in the papers were spoken about.



The session concluded with **Prof. Dheeraj Misra presenting a memento** to Prof Shalini Srivastava for giving the valuable fundamentals of research paper publishing.

**Team Media, Public Relations, and IT Committee for the Workshop coverage:**



**Under the guidance of Faculty Coordinator: Prof. Reeti Agarwal**

**Writer: Ms. Riya Singh**

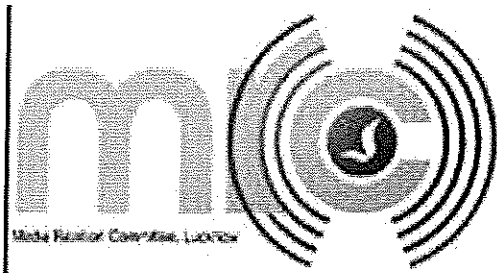
**Photographer: Mr. Pranay Saxena**

**Graphic Designer: Ms. Eshita Nigam**

**Social Media: Ms. Aditi Mishra**

**SPOC: Mr. Rahul Choudhary**

**Thanks & Regards,**



**Media Relation Committee Lucknow**

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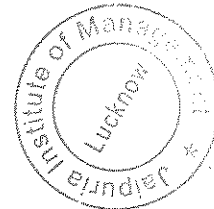
**Mr. Kushal Nakra**

**Student Coordinator**

**MRC**

**Phone: +91 8563858858**

**E-mail: [kushal.nakra.20l@jaipuria.ac.in](mailto:kushal.nakra.20l@jaipuria.ac.in)**



**Best Wishes,**

**Dr. Reeti Agarwal**

**Chair-MRC**



Monika Sharma Jaipuria, Lucknow &lt;monika.sharma@jaipuria.ac.in&gt;

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**Research Seminar by Prof Vikas Kumar**

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Dean Research Jaipuria, Lucknow &lt;dean.research.lucknow@jaipuria.ac.in&gt;

Thu, Jan 3, 2019 at 4:06 PM

To: Faculty Members &lt;faculty.lucknow@jaipuria.ac.in&gt;

Cc: Director Jaipuria Lucknow &lt;director.lucknow@jaipuria.ac.in&gt;, Kavita Pathak Jaipuria Lucknow

<kavita.pathak@jaipuria.ac.in>, "Dr. Masood H. Siddiqui" <masood.siddiqui@jaipuria.ac.in>, Pallavi Srivastava Jaipuria Lucknow <pallavi.srivastava@jaipuria.ac.in>, swati.shukla@jaipuria.ac.in, pradeep.kumar@jaipuria.ac.in, M P Unnikrishnan Jaipuria Lucknow <mp.unnikrishnan@jaipuria.ac.in>, Amitabh Ghosh Jaipuria Lucknow <amitabh.ghosh@jaipuria.ac.in>, naseem.ansari@jaipuria.ac.in, pmc.lucknow@jaipuria.ac.in, harleen.kaur@jaipuria.ac.in, Monika Sharma <monika.sharma@jaipuria.ac.in>, "Mrc Jaipuria, Lucknow" <mrclucknow@jaipuria.ac.in>, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>

Dear Colleagues,

This is to inform you that **Prof. Vikas Kumar, Professor of Operations and Supply Chain Management, Bristol Business School, University of the West of England** will be delivering a talk on the topic "**International Research Projects and Quality Publications**" on **January 4th, 2019 (Tomorrow)**.

The timings for his sessions is from **3:00 PM to 5:00 PM** and the venue is **Room No. 116**.

Kindly make it convenient to attend the same.

You are also cordially invited for high tea after the session (at 5:00 PM) in the Faculty Lounge.

His profile is available at the following links:

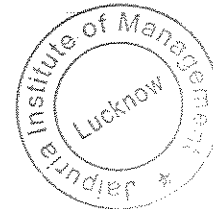
<https://www.linkedin.com/in/prof-vikas-kumar-1398915/>

<https://people.uwe.ac.uk/Person/VikasKumar>

[https://scholar.google.co.in/citations?user=d\\_KC22AAAAAJ&hl=en](https://scholar.google.co.in/citations?user=d_KC22AAAAAJ&hl=en)

With warm Regards.

Dr Masood H Siddiqui  
Associate Dean (Research)



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## Interaction of Dr. Prabhat Pankaj with faculty and staff on AACSB

---

Prof.R.K.Ojha, Jaipuria, Institute of Management, Lucknow <raj.ojha@jaipuria.ac.in>

Wed, Mar 10, 2021 at 2:47 PM

To: faculty.lucknow@jaipuria.ac.in, admin.lucknow@jaipuria.ac.in

Cc: kavita.pathak@jaipuria.ac.in, prabhat.pankaj@jaipuria.ac.in

Dear colleagues,

Dr. Prabhat Pankaj will interact with faculty and staff of our campus on 'Strategic Plan and Priorities in the context of AACSB' at 11:00 am on March 12, 2021 through video conferencing (zoom platform).

Zoom link for the session is given below.

Topic: Strategic Plan and Priorities in the context of AACSB

Time: Mar 12, 2021 11:00 AM India

Join Zoom Meeting

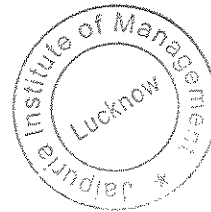
<https://jaipuria-ac-in.zoom.us/j/92403473714?pwd=U05Uc25sUINTWDFkVWp5cVJsNDR3dz09>

Meeting ID: 924 0347 3714

Passcode: 104859

Kindly make it convent to join.

With regards,  
RK Ojha





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## Research Talk by Dr. Probir Kumar Banerjee

---

MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

Sat, May 18, 2019 at 11:58 AM

To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuo.n.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, Avinash K Dash <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, jl18@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>, jaipuria.social@reinventdigital.com, kushal.nakra.201@jaipuria.ac.in

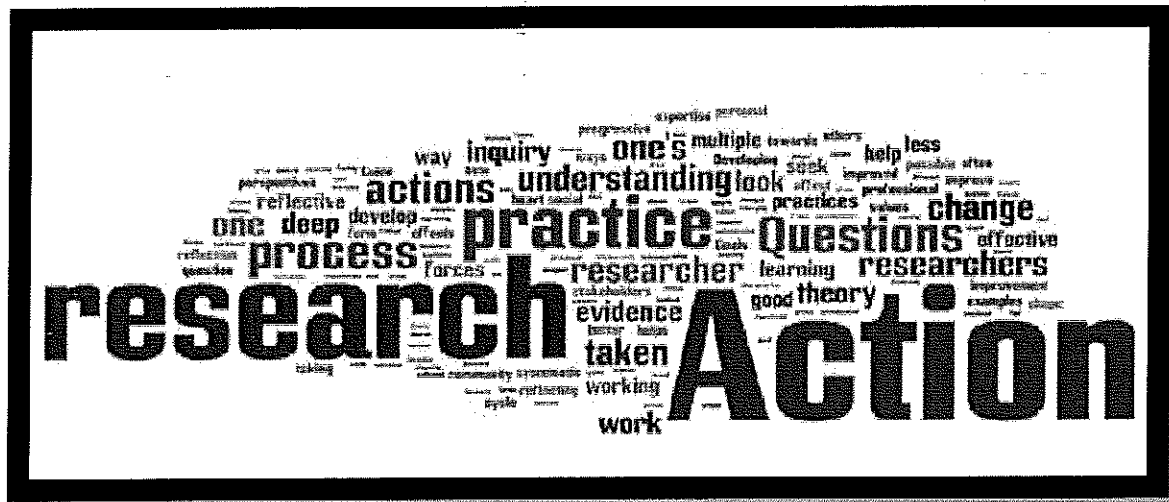
## Research Talk by Dr. Probir Kumar Banerjee

At

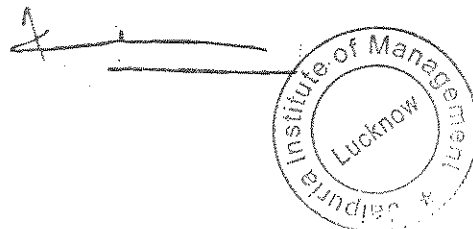
Jaipuria Institute of Management, Lucknow

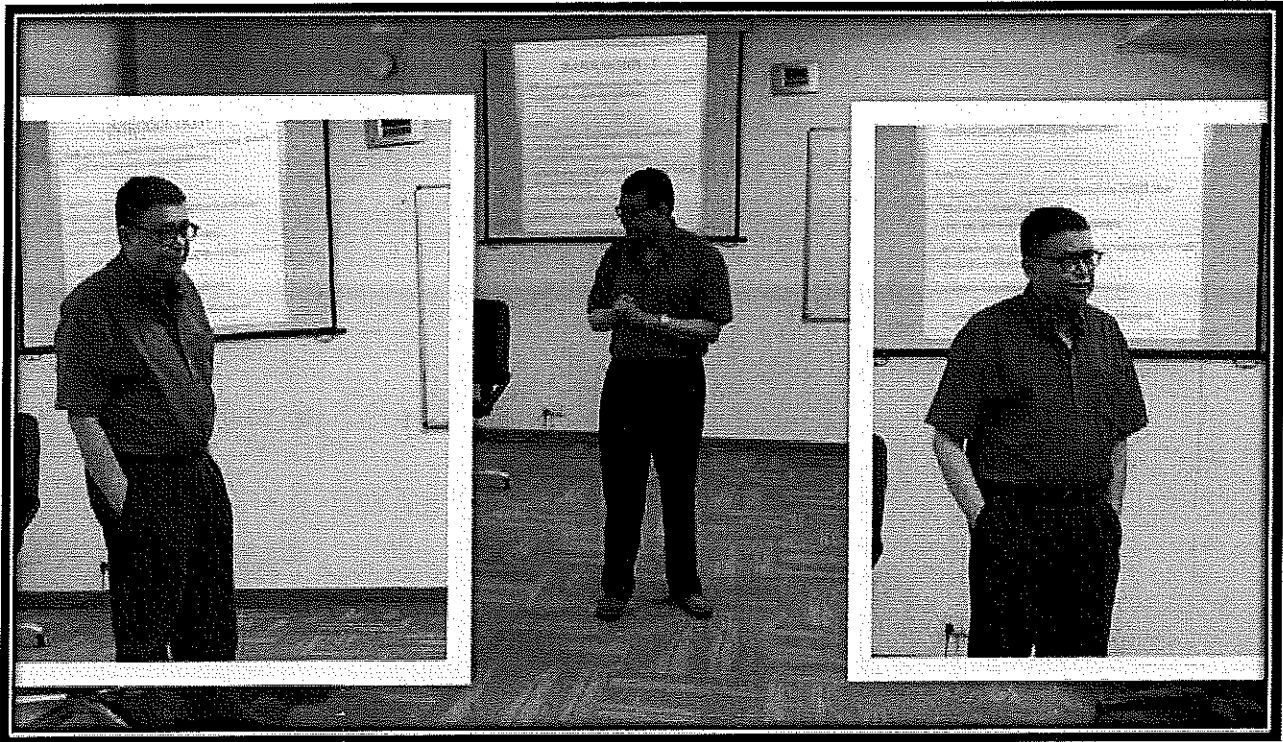
15<sup>th</sup> May, 2019

“Research is to see what everybody else has seen, and to think what nobody else has thought. - Albert Szent-Gyorgyi”



Dr. Probir Kumar Banerjee – Visiting Consultant – The University of the South Pacific, Fiji and Ex Research Chair and Professor - IIM Kashipur visited Jaipuria Institute of Management on 15<sup>th</sup> May, 2019.





Prof. Banerjee has designed and delivered information systems and research courses for undergraduate, masters, doctoral and working executives in India, Hong Kong, Canada, Malaysia & Fiji. He has published research in SCI, SCOPUS indexed journals with students and faculty members from leading universities in e-commerce, health care and public governance contexts and presented papers/chaired tracks in several international conferences and gave invited talks in US, Hong Kong, Korea and Malaysia, conducted research workshops for faculty and research students., assessed doctoral thesis and student research projects. He is currently on editorial boards of some international journals, including Associate Editorship of a high impact SCOPUS indexed journal.

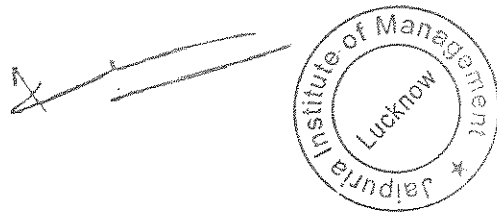


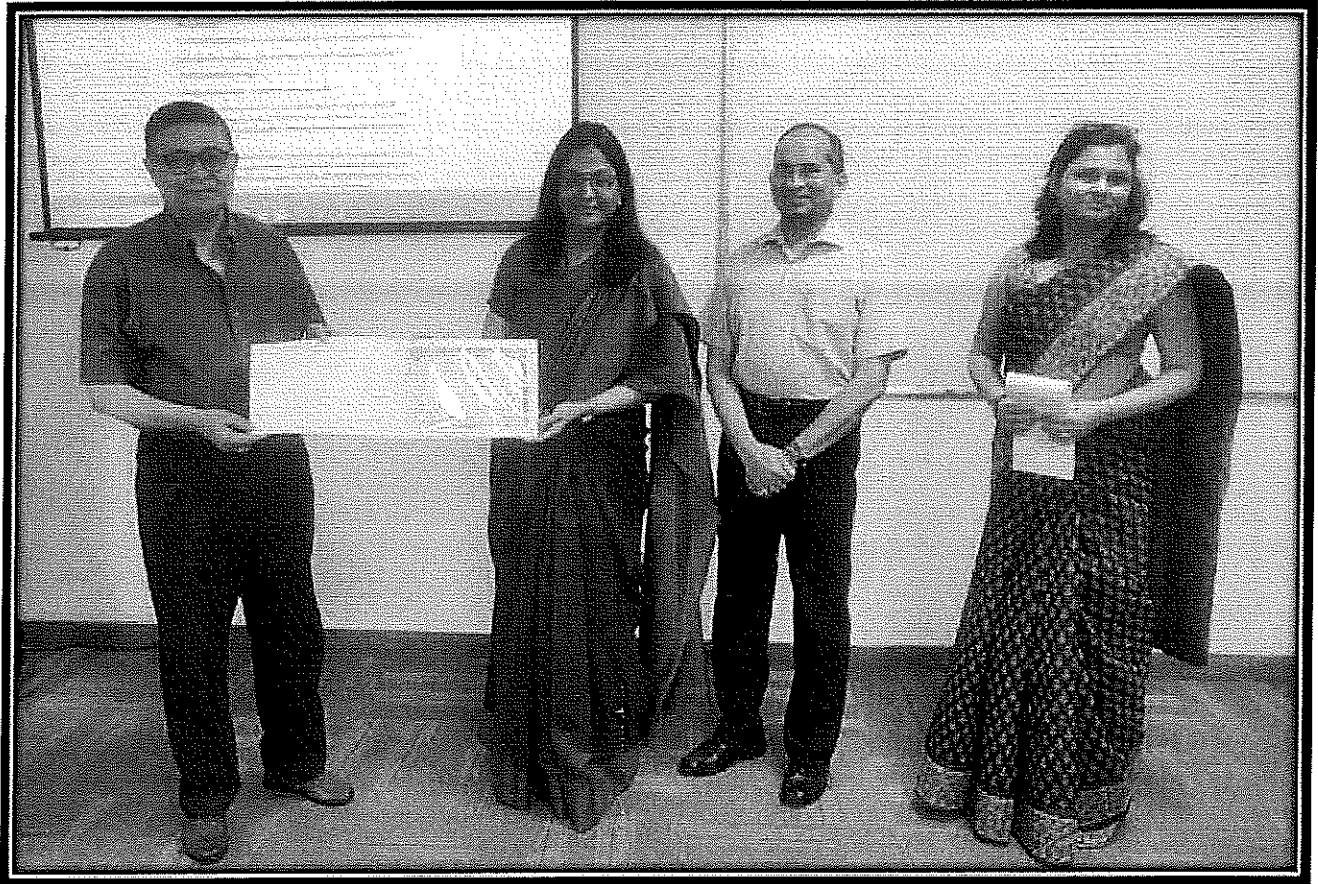


The visit of the esteemed speaker was facilitated by International Relations Committee under the guidance of Prof. Pallavi Srivastava, Chair IRC (External Linkages Development) and Prof. Swati Guleria Shukla, Chair IRC (Student & Faculty Exchange). During his visit FDP was organized by the Research Committee under the guidance of Prof. Masood Siddiqui, Dean (Research).

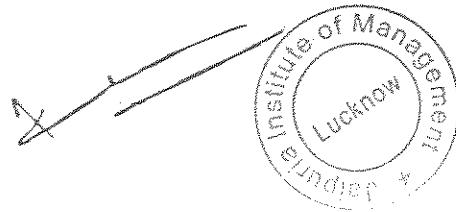
In the FDP, Prof. Banerjee delivered research talk on The Role of Theory in Management Research and the Importance of Case Based Research in Management.

The session commenced with the introduction of the guest speaker by Prof Pallavi Srivastava which was followed by a warm welcome by the Director, Prof Kavita Pathak by presenting him a Green Certificate.





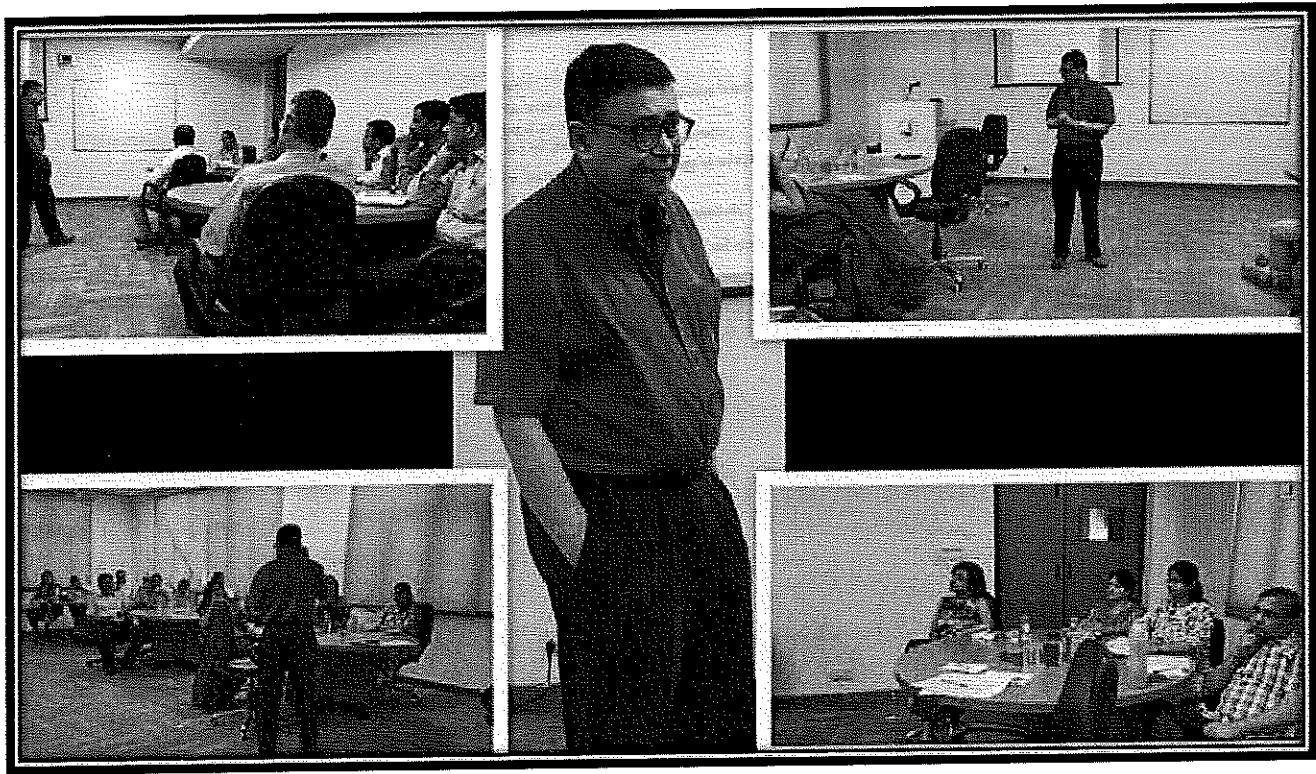
The session then progressed toward discussion on The Role of Theory in Management Research. Prof Banerji discussed that there is evidence that a large number of research manuscripts are rejected by established journals. While the reasons for rejection are varied and many, one reason often mentioned is lack of theoretical contribution and/or lack of a theoretical anchor in the research. He highlighted the crucial role of theory and its importance in management research. The positioning of theory and its link and alignment with other aspects of a research study were highlighted through presentation of two of his published academic papers.



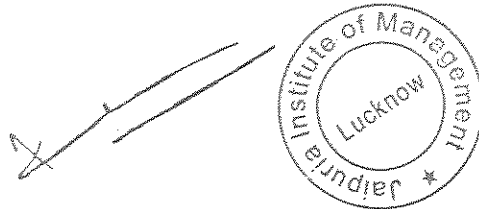


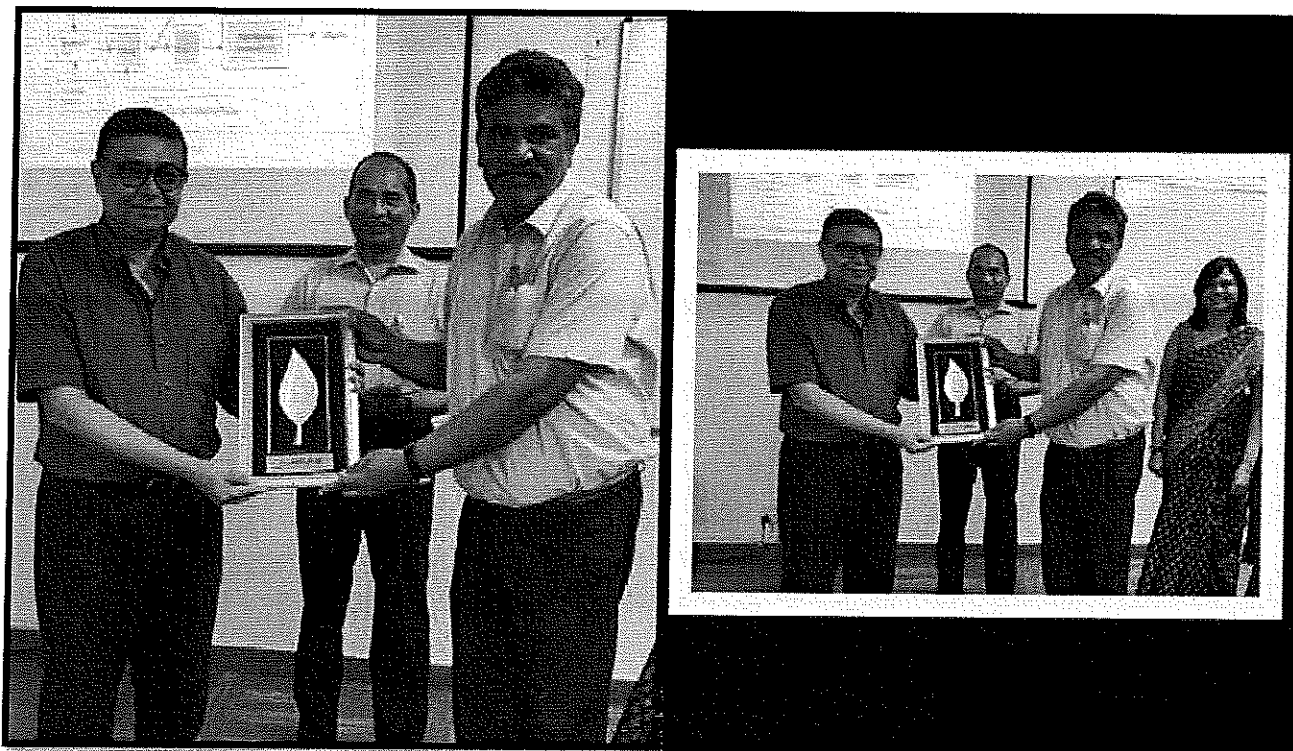
Prof Banerji then went on to discuss the importance of Case Based Research in Management. He addressed that in spite of its potential for theoretical contribution to management research; case based research has still not received the acceptance level of survey based or experimental research as a valid method of management inquiry. Through the use of his two published papers he demonstrated the manner in which case based research helps to validate, extend and/or generate new theoretical perspectives that serve as foundation for new theory development.

The session ended on a positive note with Prof. Dheeraj Misra presenting the Memento to our esteemed guest speaker and the Dean (Research) Prof Masood Siddiqui extended a vote of thanks on behalf of all the faculty members to Prof Banerji for sharing his valued experience in research and giving his valuable time to the institute.



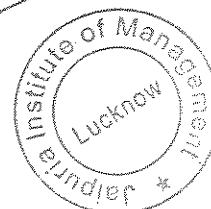


**Team Media, Public Relations, and IT Committee for the Workshop coverage:  
Under the guidance of Faculty Coordinator: Prof. Reeti Agarwal**

**Writer: Helping Hand**

**Photographer: Helping Hand**

**Graphic Designer: Mr. Kushal Nakra**



**Thanks & Regards,**



**Media Relations Committee Lucknow**

**Mr. Kushal Nakra**

**Student Coordinator**

**MRC**

**Phone: +91 8563858858**

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## Visit of Prof. Rakesh Belwal to Jaipuria, Lucknow

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MRC Jaipuria, Lucknow <mrclucknow@jaipuria.ac.in>

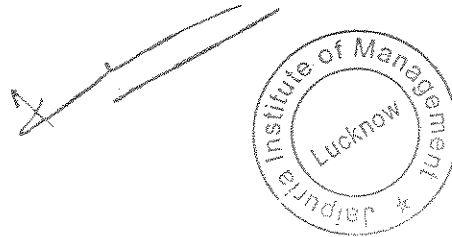
Thu, Aug 9, 2018 at 10:34 AM

To: shreevats@jaipuria.ac.in, Kavita Pathak Jaipuria Lucknow <kavita.pathak@jaipuria.ac.in>, dn.pandey@jaipuria.ac.in, "prabhat.pankaj" <prabhat.pankaj@jaipuria.ac.in>, "harsh.halve" <harsh.halve@jaipuria.ac.in>, "director.lucknow" <director.lucknow@jaipuria.ac.in>, "faculty.lucknow" <faculty.lucknow@jaipuria.ac.in>, "faculty.noida" <faculty.noida@jaipuria.ac.in>, "faculty.indore" <faculty.indore@jaipuria.ac.in>, "faculty.jaipur" <faculty.jaipur@jaipuria.ac.in>, "members.co" <members.co@jaipuria.ac.in>, prasuon.tripathi@jaipuria.ac.in, "admin.lucknow" <admin.lucknow@jaipuria.ac.in>, "staff.noida" <staff.noida@jaipuria.ac.in>, "staff.jaipur" <staff.jaipur@jaipuria.ac.in>, "admin.indore" <admin.indore@jaipuria.ac.in>, Lucknow <mrclucknow@jaipuria.ac.in>, "to: Avinash K Dash" <avinash.dash@jaipuria.ac.in>, Gaganpreet Kaur <gaganpreet.kaur@jaipuria.ac.in>, Satyendra Singh <sk.singh@jaipuria.ac.in>, vision.lucknow@jaipuria.ac.in, Bejoy Suri <bejoy@avsarr.com>, "Shivani Khatwani Student, Jaipuria Lucknow" <shivani.khatwani.19l@jaipuria.ac.in>, jl17@jaipuria.ac.in, jl18@jaipuria.ac.in, Reeti Agarwal Jaipuria Lucknow <reeti.agarwal@jaipuria.ac.in>

## Visit of Prof. Rakesh Belwal, Associate Professor, Faculty of Business, Sohar University, Sultanate of Oman

*"Success is not final; failure is not fatal: It is the courage to continue that counts."*- Winston S. Churchill

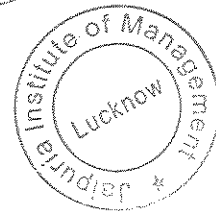
Prof. Rakesh Belwal, Associate Professor, Faculty of Business, Sohar University, Sultanate of Oman & Adjunct Senior Fellow, UQ Business School, University of Queensland, Australia, visited Jaipuria Institute of Management, Lucknow from August 1-4, 2018.

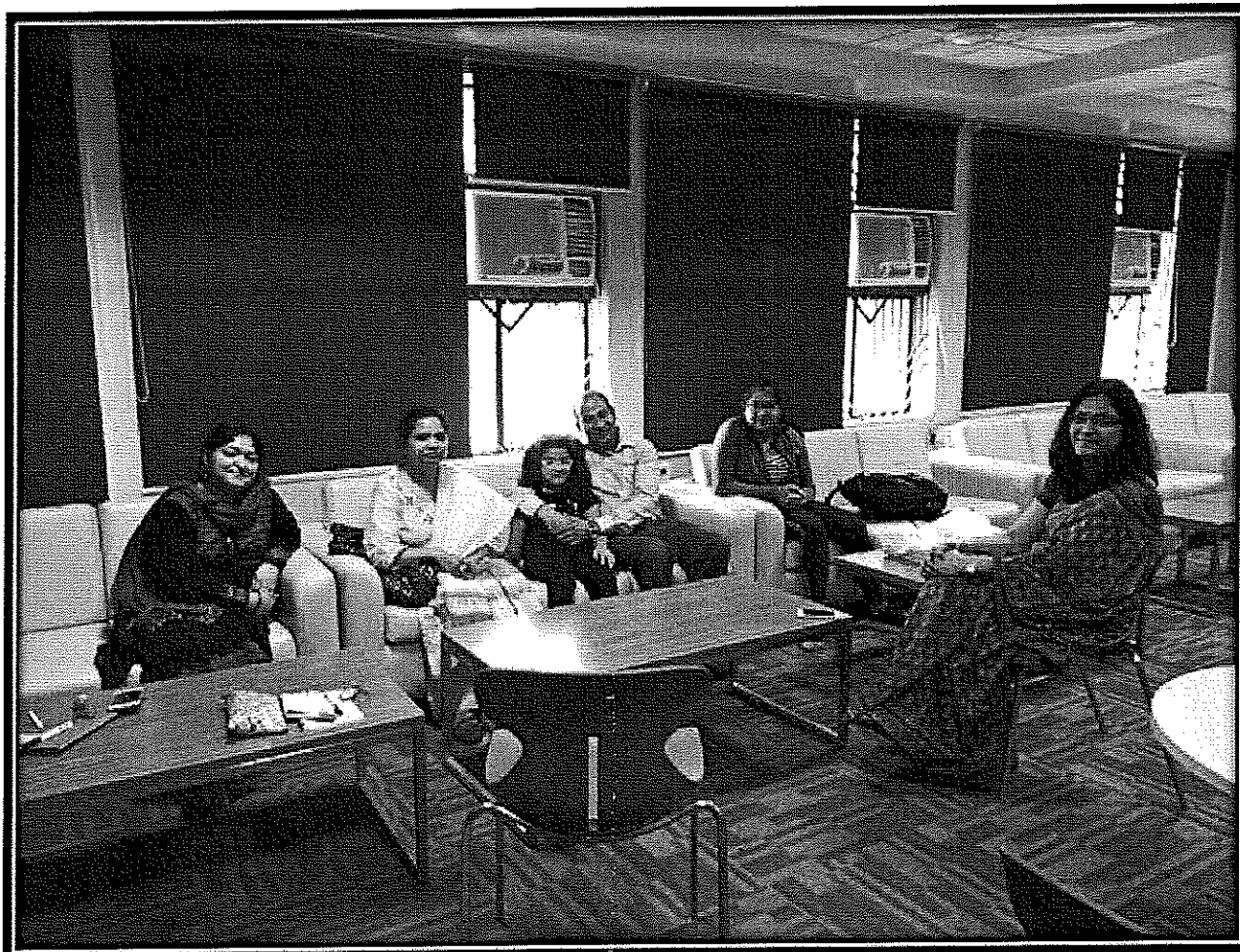






This visit was facilitated by the International Relations Committee (IRC) in collaboration with the Research Committee under the guidance of Prof. Masood Siddiqui, Dean Research, Prof. Swati Shukla, Chairperson (Student and Faculty Exchange) and Prof. Pallavi Srivastava, Chairperson (External Linkages Development), and coordinated by Mr. Aritra Mukherjee, Student Coordinator (IRC). Prof. Belwal is also an Alumnus and a Gold Medallist of the Second Batch (1996-98) of Jaipuria Lucknow.





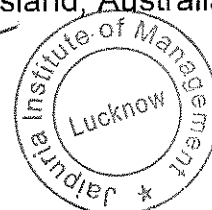
During his visit he took three sessions for second year students on “Services Marketing” and for faculty members on “Writing a Research Proposal for External Grant”. He also conducted a one day FDP on “Data Analysis Using SmartPLS” and “Qualitative Data Analysis Using Atlas-ti” on the last day of his visit. The details of the different sessions and FDP are mentioned hereafter.

### **3-day Sessions on Services Marketing by Prof. Belwal**

**1<sup>st</sup>-3<sup>rd</sup> August, 2018**

Lucknow Campus witnessed a novel concept, wherein a module of the course on “Services Marketing” was jointly delivered by the course instructor Prof. Shalini Singh and Prof. Rakesh Belwal, Associate Professor, Faculty of Business, Sohar University and Adjunct Associate Professor at UQBS, University of Queensland, Australia.

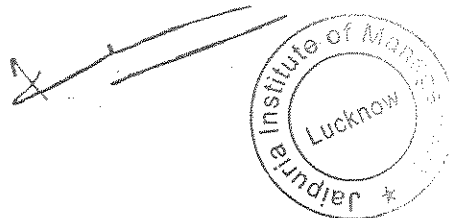
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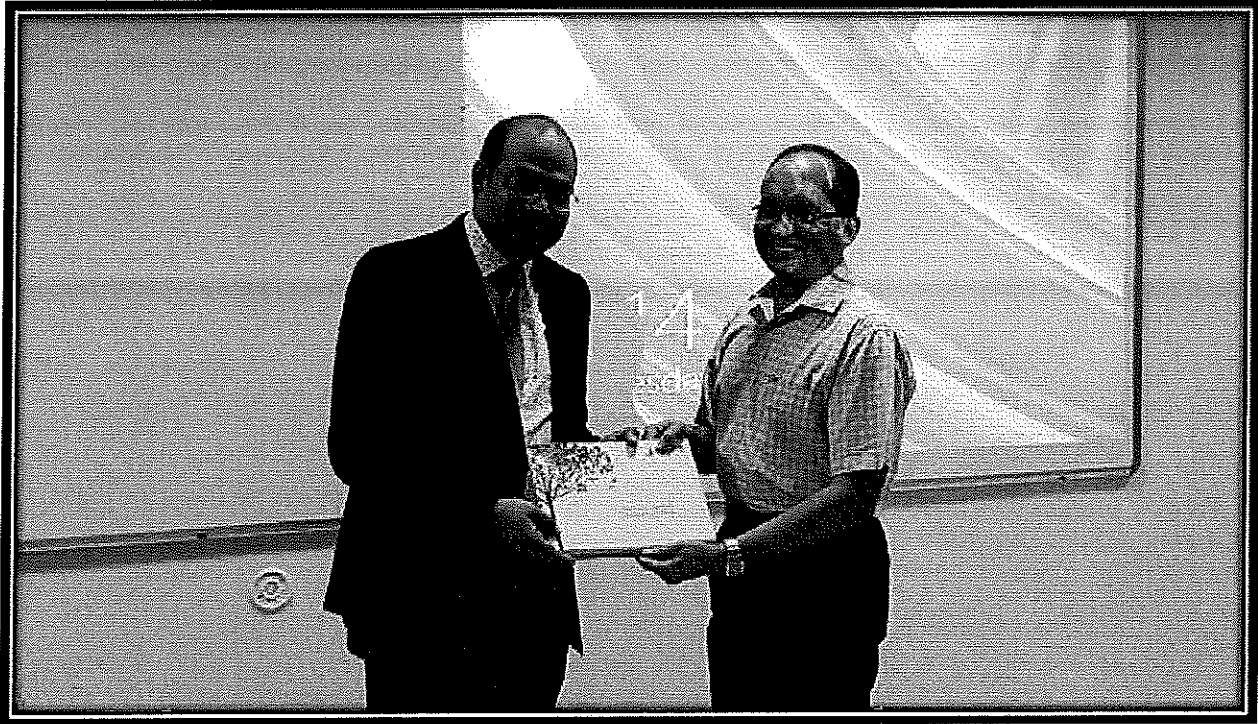




### Session 1

On Day One, the session commenced with the introduction of guest by the course instructor Prof. Shalini Singh. Prof. Belwal was formally welcomed by Prof. Masood Siddiqui (Dean, Research) by presenting a **Green Certificate** which implies a tree being planted in his name in the tribal areas of India. This is a part of green initiative taken by the institute and was sincerely appreciated by the guest. Prof. Manisha Seth, Chairperson (Alumni Relations Committee) was also present on the occasion to greet Prof. Belwal, a proud alumnus of the institute.

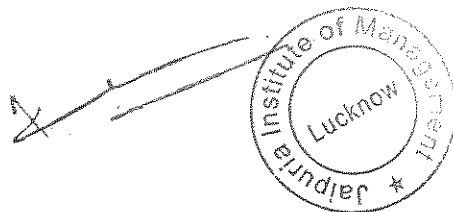


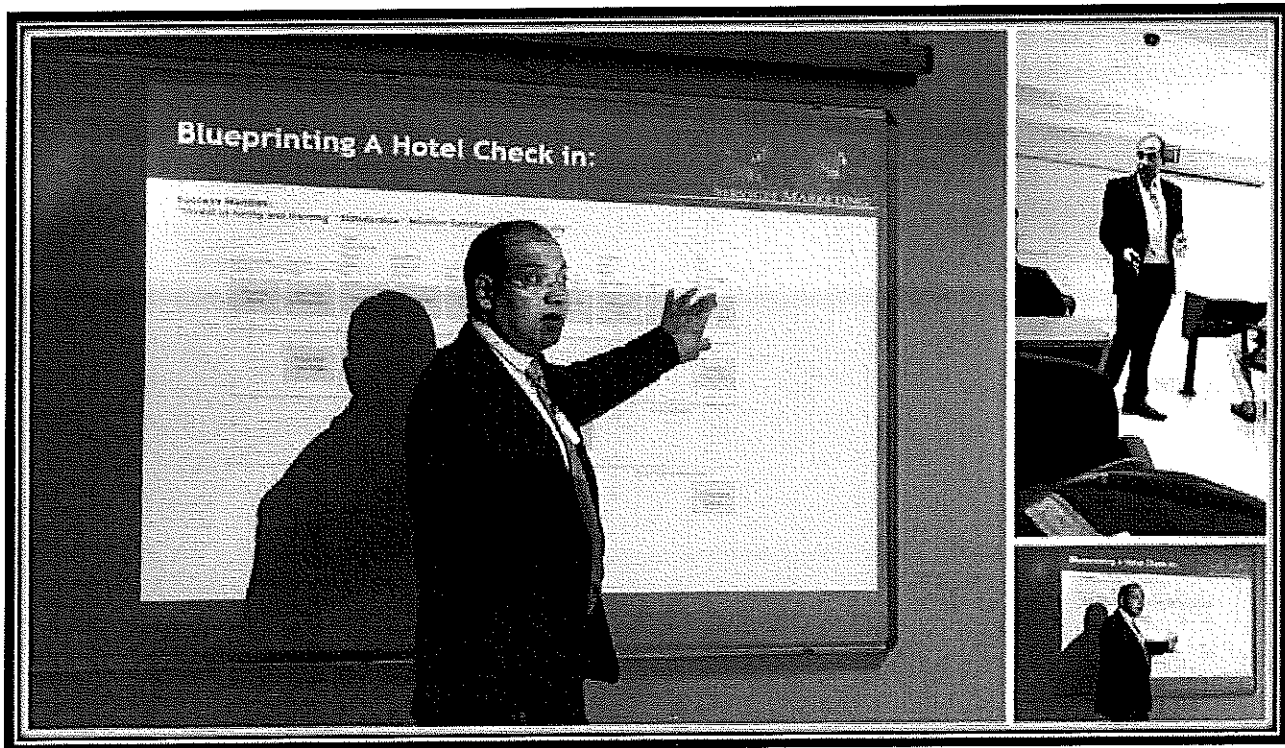


The topic for the session was **Designing and Managing Service Process**. Prof. Belwal commenced the session by iterating the difference between service and products on the following parameters:-

- **Heterogeneity**
- **Intangibility**
- **Simultaneous production and consumption**
- **Perishability**

He explained that services are difficult to evaluate, it is difficult to store services. After this, he moved onto the relevance of the **4P's & 7P's** in case of services. He mentioned that services majorly fail due to the improper implementation of **7Ps**.

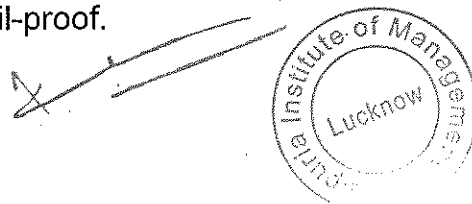




The instructors then moved onto to the **service quality model** which is dependent on the following heads:

- **Reliability**
- **Assurance**
- **Empathy**
- **Tangibility**
- **Responsiveness**

As the quality of a service is difficult to ascertain as they have intangible components. For this purpose, the above mentioned **servqual scale** is used to **determine the level of service quality**. Further, the concept of blue printing of services was discussed, which is an approach to plan a service so that conformance is achieved and the variability at the time of delivery is minimized. The company offering a particular service must make sure that it is being rendered fail-proof.

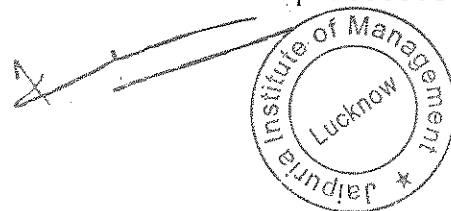


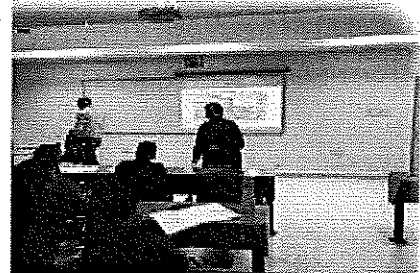
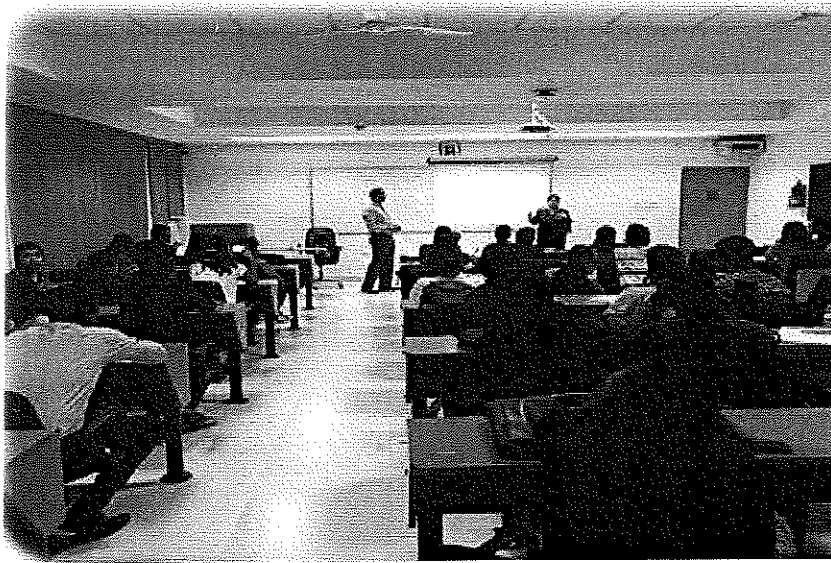
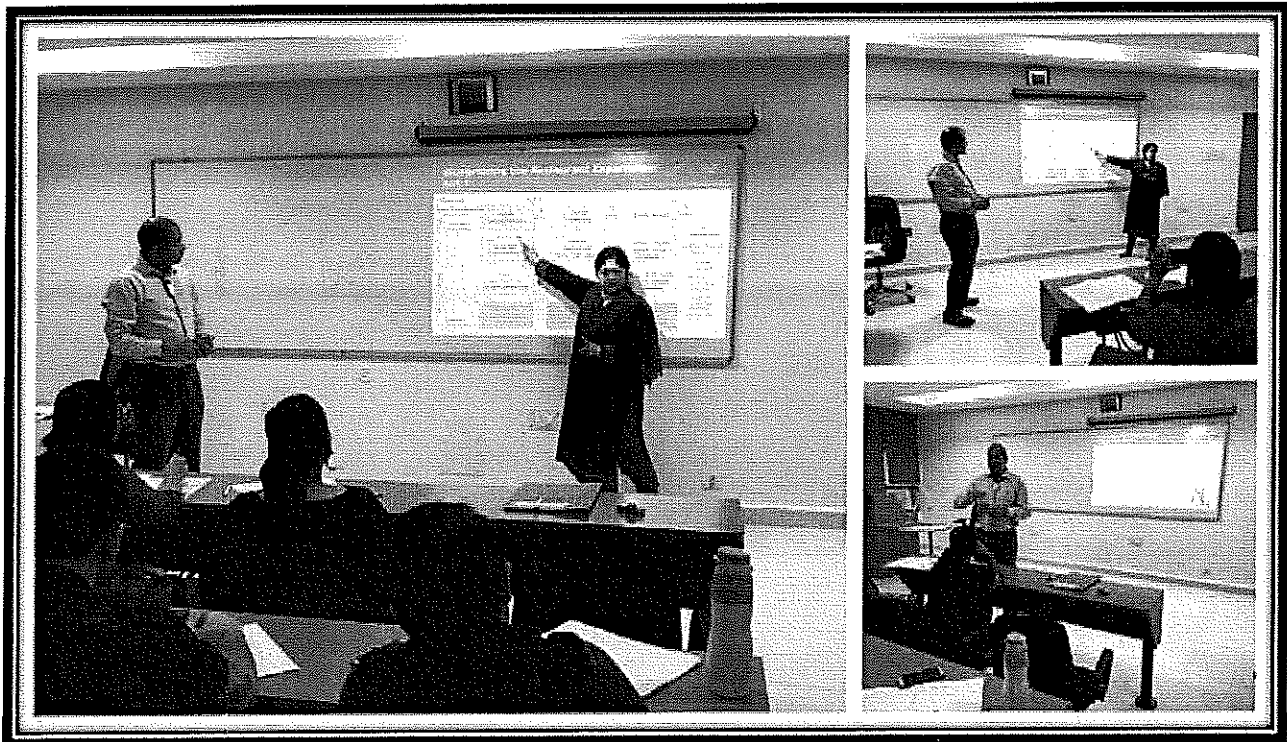


Instructors also told us that there are low and high contact which the service-providers offer. The session concluded by briefing on the concept of reengineering of services and restructuring of services. Minor changes made to the service is called restructuring whereas reengineering is eliminating the non-value adding steps.

## Session 2

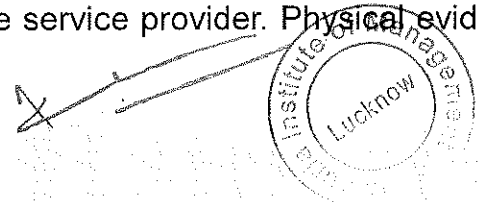
On Day Two, the Instructors gave an overview of the Role of Customers in the Service Process. They enumerated that the role of customers in service process varies from service to service. People processing services might have higher involvement of customers as compared to information processing services. The Instructors also discussed the role of SSTs (Self-service Technologies) in transforming the service processes and the customer experience worldwide. Prof. Rakesh shared examples of how SSTs have helped design automated and efficient processes in Oman, where human resources are not abundant.





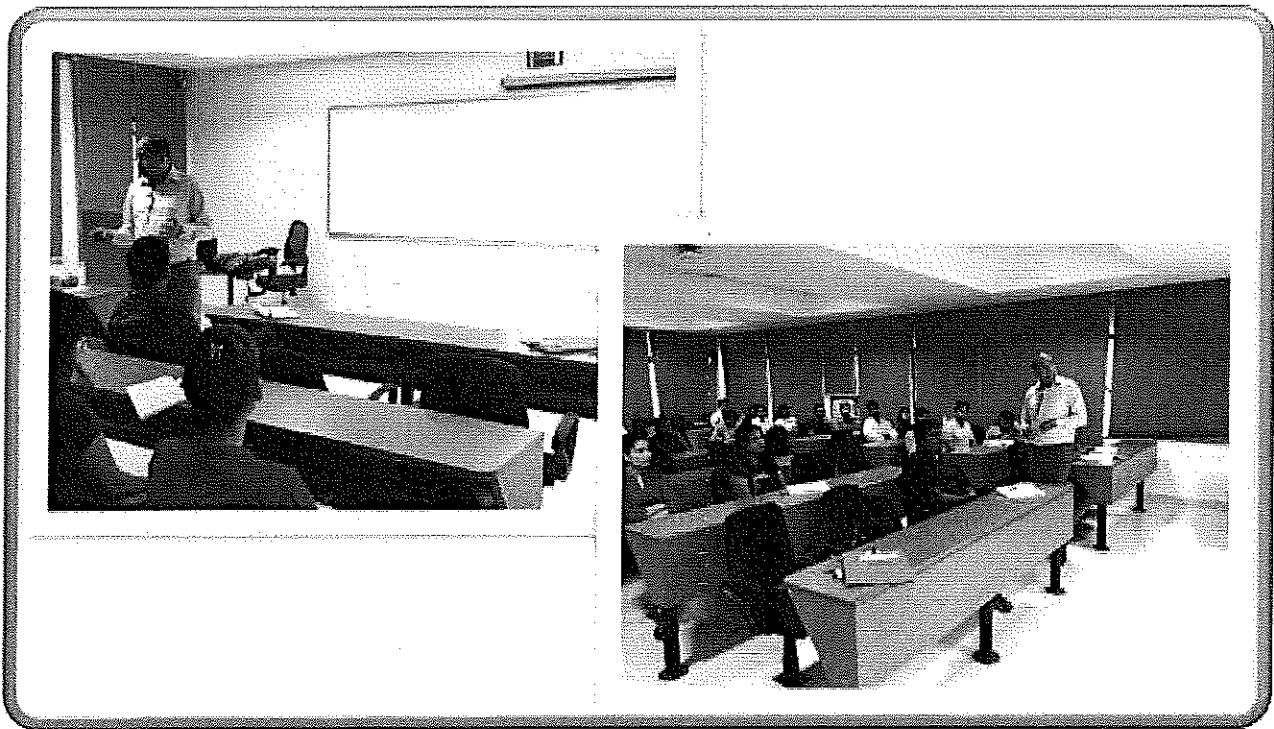
### Session 3

The session on Day Three began with Prof. Belwal explaining the concept of physical evidence which is defined as the environmental setting where the service is to be delivered. The services have to be developed in a conducive environment that facilitates interaction between the customer and the service provider. Physical evidence

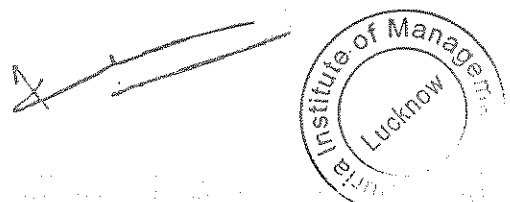


plays an important role in the delivery of any service. Physical evidence plays an important role in kindling interest of the target customer. It is necessary for the appeal to be created in the minds of the people. The services cape is a part of any service's value proposition. **Following are the types of services cape:**

- Self service
- Remote Service
- Interpersonal service

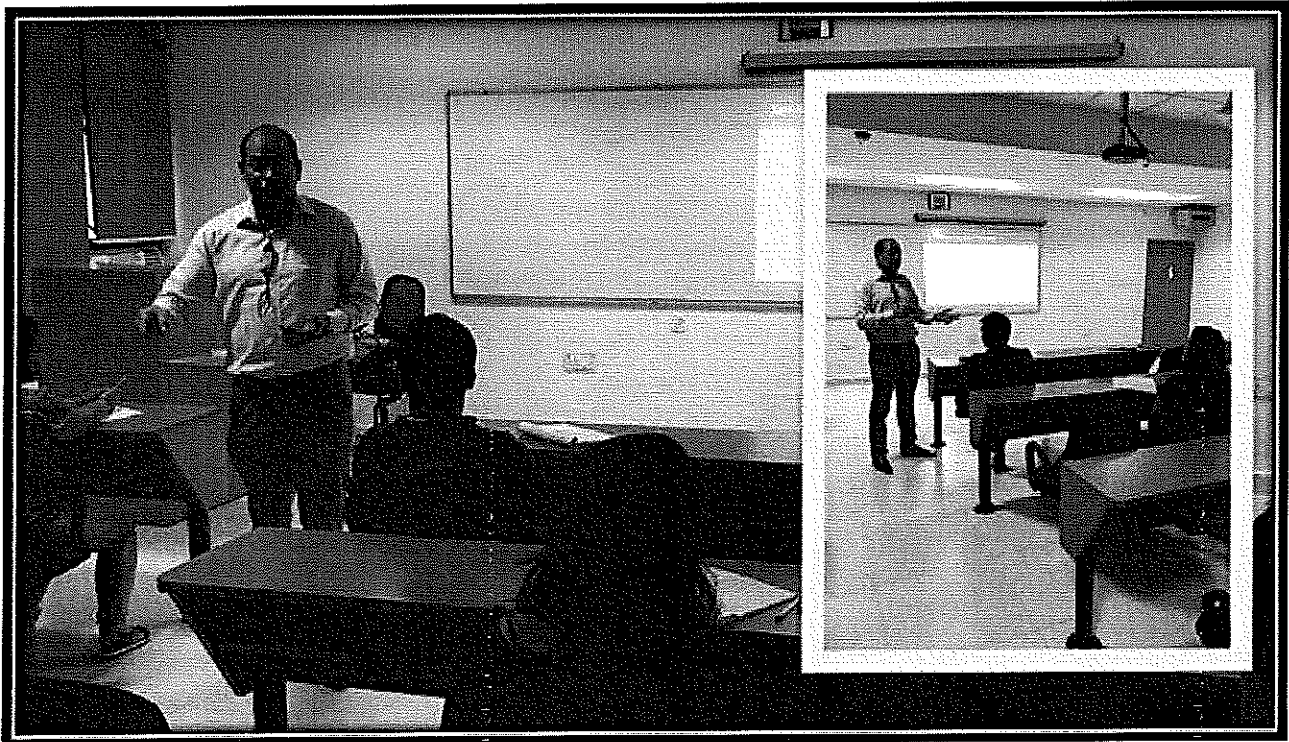


Further the instructors explained the Mehrabian–Russel Model of Stimulus Response. If the customer feels aroused and the pleasure resultant is high, the affect would be excitement. If the customer feels dull and the pleasure resultant is high, the affect would be relaxing. If the customer feels sleepy and the pleasure resultant is low, the affect would be boring and if the customer feels tired and the pleasure resultant is low, the affect would be distress.





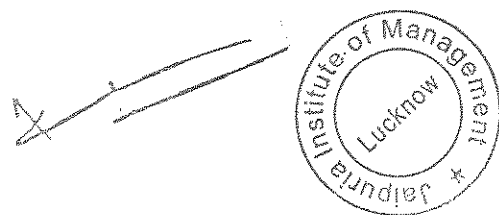
In each of the above-mentioned situations, the customer will either avoid or approach the service. The servicescape needs to be developed keeping in mind the needs of the employees and customers. Servicescape needs to be holistic, it must offer a bundle of benefits that are useful for the customer.



The instructors made the students work on developing a blueprint on any service of their choice so that they could understand the various elements of a blueprint and also illustrate the Servicescape for different processes in a Service.

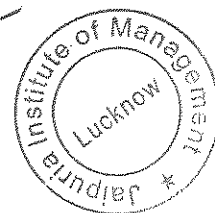
### **Sessions on How to Write a Research Proposal (August 1-3, 2018)**

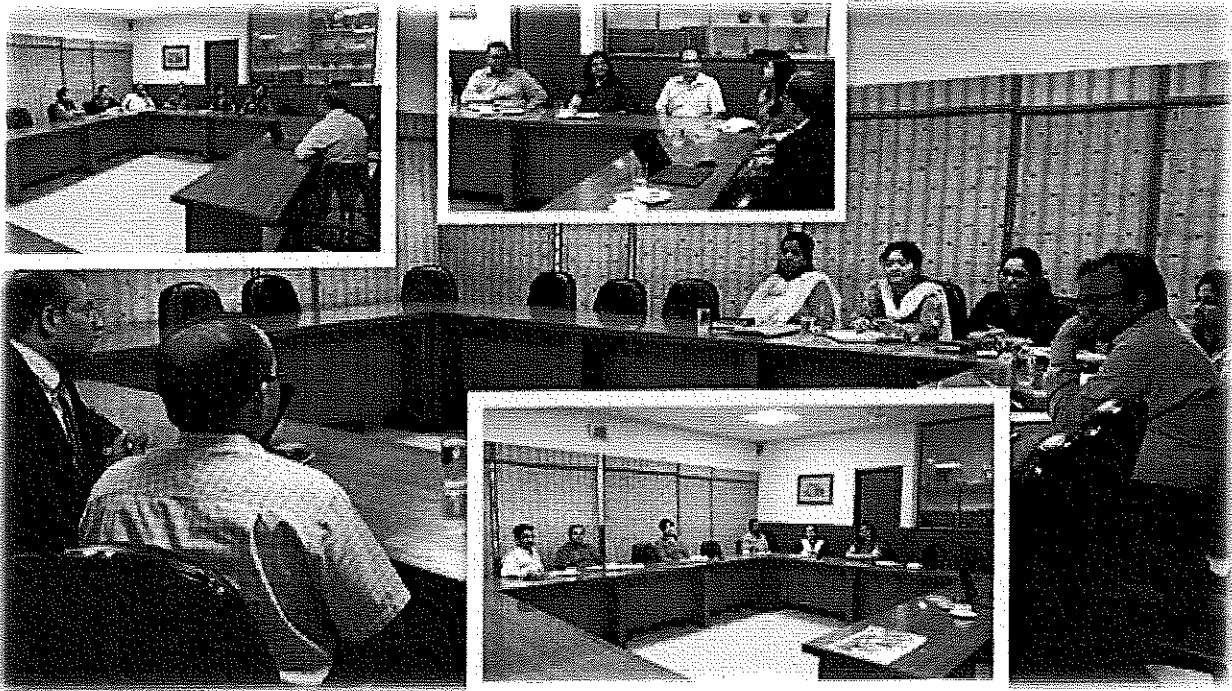
**Prof. Rakesh Belwal delivered sessions on “How to Write a Research Proposal” to three different faculty groups over a period of three days from August 1-3, 2018.**





Each Session commenced by establishing the significance of research grants. He emphasized that research grants share an inextricable relationship with both institutional competitiveness and individual growth. **He explained that a research grant is a collaborative work of a team that has at its center a Principal Investigator along with two or more Co-Investigators.** While the Principal Investigator needs to be a person with a Doctorate (a Faculty), co-investigators can be postgraduate students with a good academic record, communication skills and interest in research. Further, he added that one research proposal that succeeds in getting a research grant can lead to a number of good research papers. Those quality publications help in establishing a good track record in research. **Good research track record leads to growth of students and faculty which in turn establishes institutional competitiveness.**

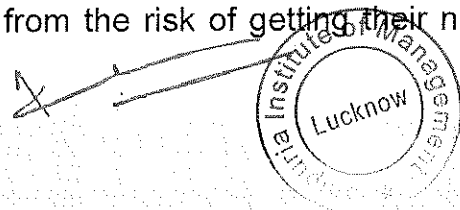




Next, Prof. Belwal informed how students in Oman benefit by working in collaboration with faculty on a research proposal. He told about Oman Research Portal, a central research portal in Oman to which all the universities in Oman are linked. He showed how students submit their research proposal to the concerned faculty on this portal.

**Moving further, Prof. Belwal provided a list of Research Grant Schemes available in India with special reference to grants provided by Strategic Management Society.** He pointed out the things that are to be kept in mind while applying for grants. For Example, choosing a funding body as per your research area. Moreover, sharing with us his experience of winning small to big grants, he affirmed that a significant step in bagging a research grant is to draft an effective Research Proposal. Prof. Belwal discussed the guidelines of writing an effective and winning Research Proposal through his recent research proposal on "Family Friendly Policies and Work-Life Balance Issues: A Study of Working Women in Oman".

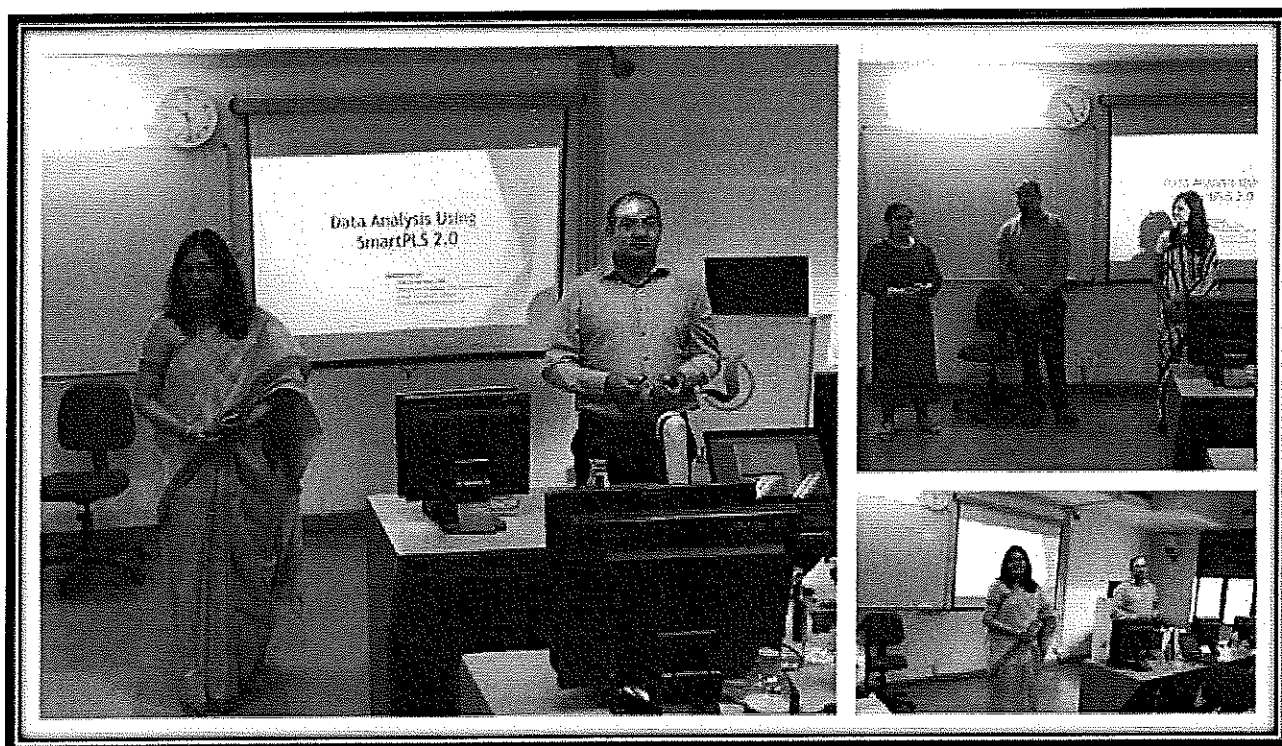
**In his advice on how to help students convert their SIP's into Research Proposals, Prof. Belwal emphasized that it would be advisable that the research objectives, literature review and tools of analysis should be guided and controlled by the faculty while students can do the data collection.** To make it more practically feasible, he suggested that a Research team of two faculty and one student can be formed in which one faculty can take care of the literature review part and the other of analysis. This way the faculty can save themselves from the risk of getting their name



roped into any serious lapses on the part of students such as plagiarism as well as ensure good quality work leading to great research productivity.

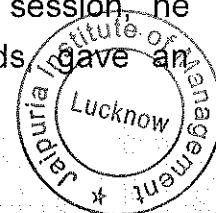
### One Day FDP on Qualitative Data Analysis and SmartPLS (August 4, 2018)

Dr. Belwal also delivered a one day FDP on “Qualitative Data Analysis and SmartPLS” on August 4, 2018. The FDP was attended by faculty members of Jaipuria Institute of Management along with participants from IIM, Lucknow, Amity University and Lucknow University. The FDP commenced with a formal welcome by Prof. Kavita Pathak, Director of the Institute. She encouraged faculty members to benefit from these FDP sessions and to use the learnings in their future research publications.

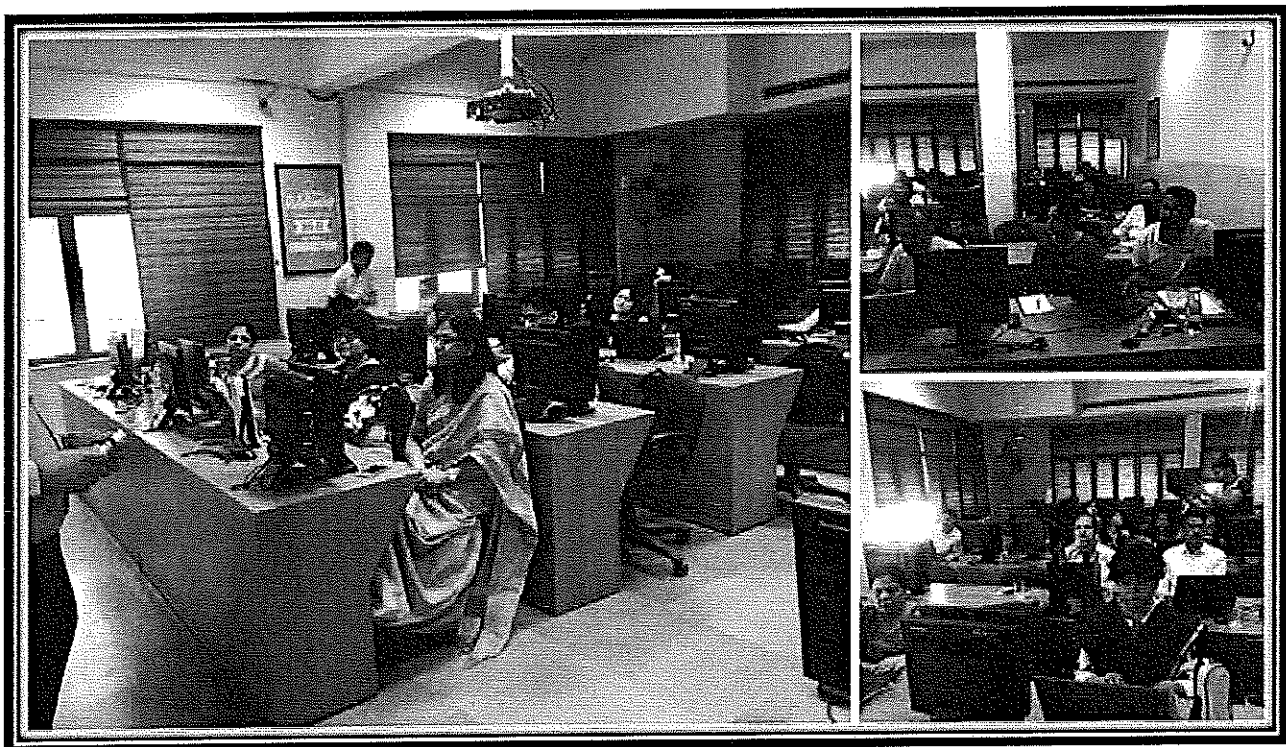


The first session was on “Data Analysis with SmartPLS”. In this session, he highlighted on the different types of analysis and multivariate methods

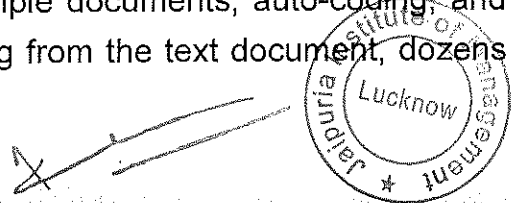
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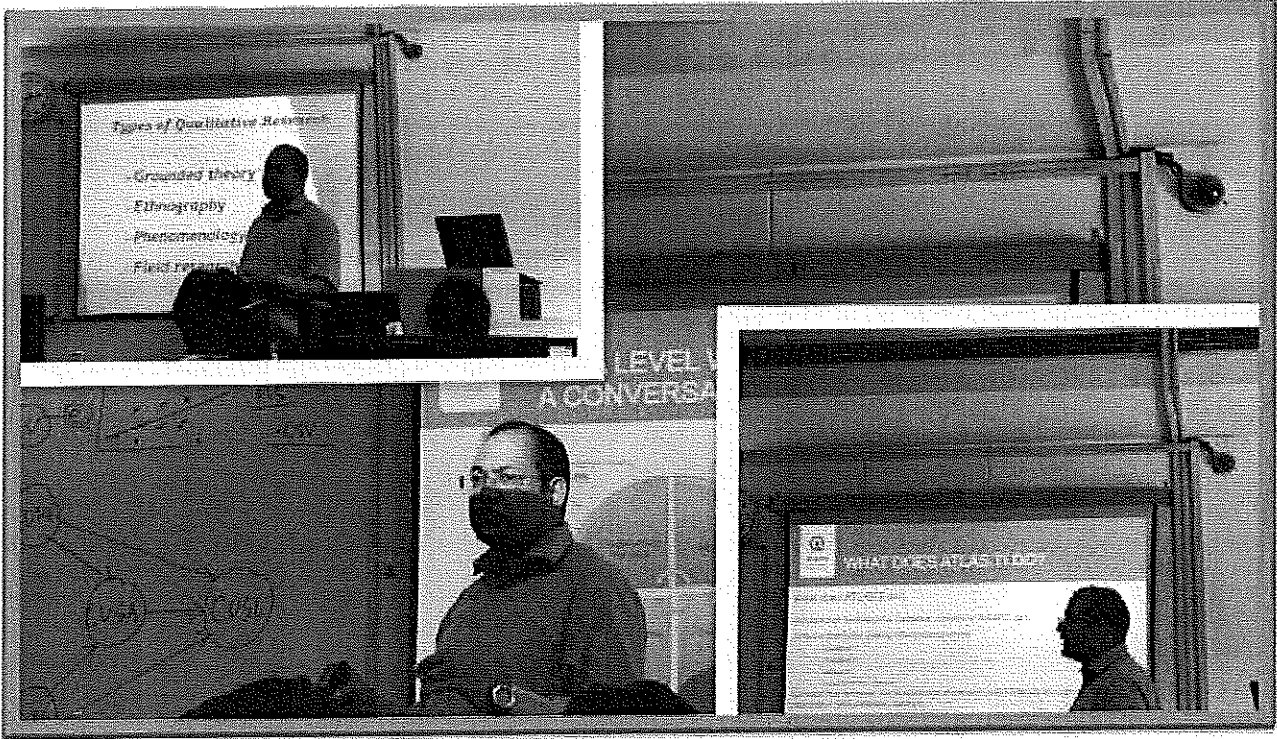


introduction to **Structural Equation Modelling**, reflective and formative constructs. He also elaborated on the reasons why to use Partial Least Square methods. The partial least squares (PLS) approach to SEM is a soft-modelling technique with minimum demands regarding measurement scales, sample sizes and residual distributions. There are different softwares available to use PLS in research. SmartPLS is one of them. It is a software with graphical user interface for variance-based structural equation modelling (SEM) using the partial least squares (PLS) path modelling method. PLS works on small sample size, non-normal data, even one item of each construct and when model is much complex. He gave the participants a hands-on experience on using SmartPLS by working on sample data sets provided by him.

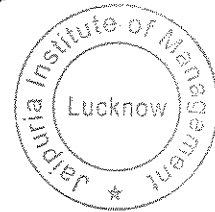


The second session was focussed on “Basics of Qualitative Data Analysis Using Atlas-ti”. ATLAS.ti is a powerful software tool for the qualitative analysis of large bodies of textual, graphical, audio and video data and helps to code a large number of documents, audio clips, videos and pictures generated from a variety of media. It perform fully automated searches across one or multiple documents, auto-coding, and other powerful semantic operations to extract meaning from the text document, dozens of graphic, audio and video formats.





He began his session with an introduction to qualitative data analysis. During the demo of the software Atlas-ti, he showed how to create a new project, add documents, code text documents, create reports, word clouds and semantic linkages. He also demonstrated how the output can be used in reports and articles.

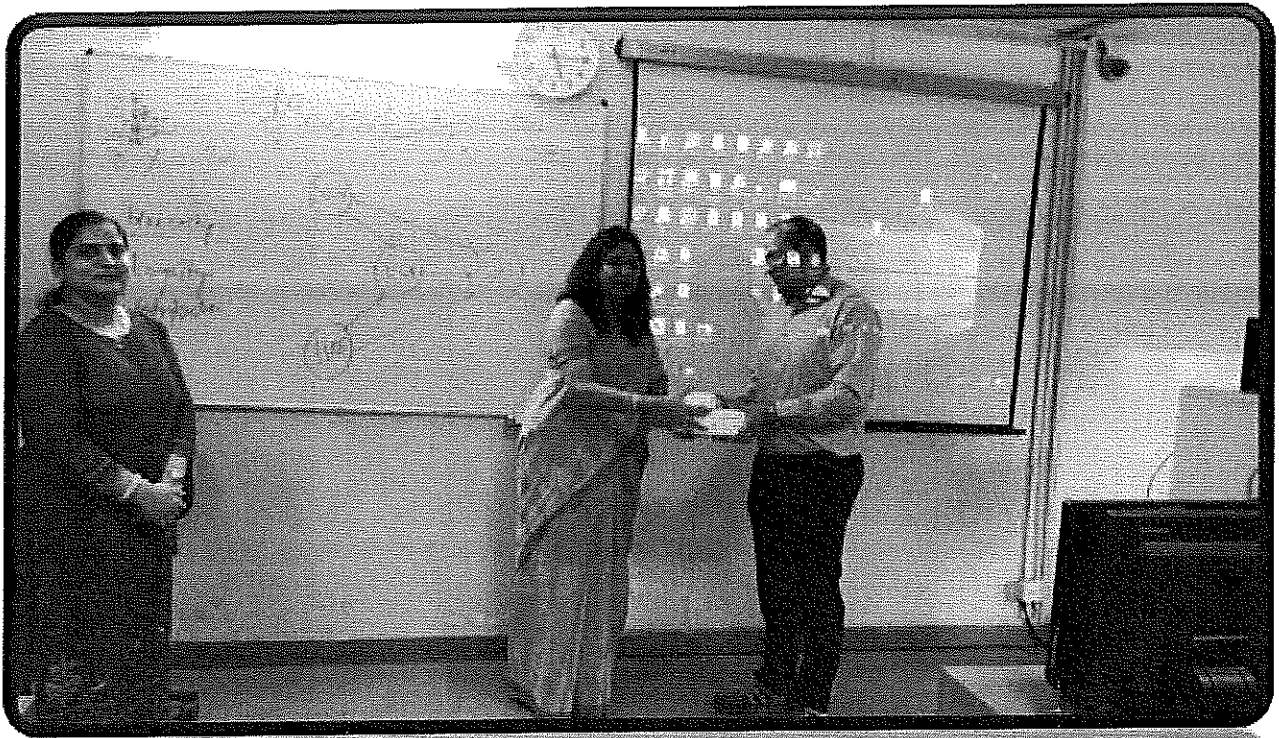




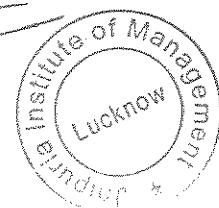
Both the sessions were enriching for the participants and made them excited to use these tools in their future research papers. **The FDP concluded with a vote of thanks by Prof. Swati Shukla and presentation of a memento to the guest by Prof. Kavita Pathak, the Director.**

*[Handwritten signature]*





She appreciated the contribution made by Prof. Belwal to his alma mater as part of his four day visit. She also acknowledged the strong alumni bond that the institute has with its alumni base. **The FDP was followed by a group photograph.**





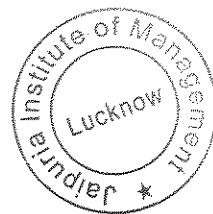


Writer: Helping hands from IRC and Ms. Aishani Khanna (Helping Hand from Batch 2017-19)

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Thanks & Regards



Media Relation Committee Lucknow  
*Capture the vision.*



Ms. Shivani Khatwani