



CENTRE FOR RESEARCH
FACULTY DEVELOPMENT PROGRAM (Online)
July 12 – 16, 2021
“RESEARCH METHODS AND PUBLICATIONS”
REPORT

PROGRAM OVERVIEW

Academic research forms a cornerstone of higher education. In addition to expanding the body of knowledge, it adds to the vigor and vitality of an educational institution. The important role served by academic research in informing practitioners on key insights is inescapable. As a result, the generation and exchange of ideas and perspectives across various disciplines aim to bridge theory and practice and is well-poised to develop future leaders that can be productive agents of business and society.

Against this backdrop, the Centre for Research at WeSchool has decided to launch a Faculty Development Program (FDP) for the faculty members at WeSchool. The focus of this FDP would be on “Research Methods and Publications”. Eminent speakers delivered talks on various research methods and techniques that are expected to educate, inform, and update the WeSchool faculty of the academic research framework. The overall goal of this FDP being increased academic publications by WeSchool faculty that are rigorous and relevant.

PROGRAM PURPOSE

This FDP is specially designed for WeSchool faculty members, particularly for early-career and mid-career researchers, who are looking for ways to establish a strong research regimen and avoid the common mistakes made when conceptualizing and executing a research study. This FDP aims to highlight some critical aspects related to the development of research ideas and carrying them through to potential publication outlets.

The aspects covered in this FDP can be considered as ‘guideposts’ and ‘warning signs’ that will be of help to researchers. In this regard, this FDP is designed to provide a balanced approach to developing insightful research ideas. While all attempts have been made to make this FDP as broad-based as possible to inform participating faculty members about publishing scholarly research in all areas of management, areas, where further reading and understanding will be helpful, will be identified for the benefit of interested participants. In this regard, the invited speakers focused related readings during the respective sessions to help participating faculty members understand the key topics.

PROGRAM OBJECTIVES

The objectives of this FDP were:

- To educate, inform, and update WeSchool faculty of the various components of the academic research framework.
- To guide WeSchool faculty on their ongoing research projects.
- To encourage WeSchool faculty to identify and develop research ideas that can evolve into journal publications.
- To inculcate a ‘research culture’ at WeSchool that recognizes and encourages research acumen among faculty members.
- To create a friendly research ecosystem among WeSchool faculty members that fosters collegiality and research collaborations.

PROGRAM STRUCTURE

The FDP was conducted for five days between the 12th and 16th of July 2021. Each session was a half-day session, administered online. Each day, the session began at 9:00 am and concluded at 1:30 pm.

The following key aspects of this FDP were instrumental in the design of this FDP:

1 *Speakers*: On each day, renowned researchers from India/Abroad delivered a session. The invited speakers have been identified based on their research acumen and research publication track record. They spoke on key research topics that are of critical importance to researchers.

2. **Select WeSchool Faculty Presentations:** Opportunities were provided to WeSchool faculty members to present their ongoing research projects to the faculty colleagues and invited speakers. The idea behind this is to help secure WeSchool faculty vital feedback from eminent researchers on how to improve their research study. Such helpful feedback from colleagues from the research community will help develop impactful publications in premier and scholarly journals. To help guide WeSchool faculty in presenting their ongoing research, a presentation template was provided. This helped structure and standardize the presentations to get the best feedback from the experts.

FACULTY DEVELOPMENT PROGRAM (ONLINE) SCHEDULE

<u>CENTRE FOR RESEARCH</u>	
Faculty Development Program (Online) July 12 – 16, 2021	
Date July 12, 2021	
Time	Program Details (subject to change)
9:00 am – 9:30 am	Inauguration of the <i>Faculty Development Program</i> Concept Note: Dr. D. N. Murthy, WeSchool, Bengaluru Welcome Note: Prof. Dr. Madhavi Lokhande, WeSchool, Bengaluru Inaugural Note: Prof. Dr. Uday Salunkhe, WeSchool, Mumbai
9:30 am – 9:45 am	Break
9:45 am – 1:00 pm	Invited Talk on “ Academic Scholarship ” by Prof. Bharath Rajan, WeSchool, Mumbai
Date July 13, 2021	
9:00 am – 10:30 am	Invited Talk on “ Power Law and the Principle of Least Effort: Business Applications for Research ” by Prof. P.V. (Sundar) Balakrishnan, Univ. of Washington, Bothell
10:30 am – 10:45 am	Break
10:45 am – 1:00 pm	Invited Talk on “ Basics of Hypothesis Formulation ” by Dr. D. N. Murthy, WeSchool, Bengaluru
Date July 14, 2021	
9:00 am – 12:15 pm	Invited Talk on “ Designing & Executing Empirical Studies ” by Prof. S. Arunachalam, Indian School of Business, Hyderabad

12:15 pm – 12:30 pm	Break
12:30 pm – 1:30 pm	Research presentations by (a) Prof. Dr. Madhavi Lokhande, Prof. Dr. Hema Doreswamy, &Prof. Radhika Uttam, WeSchool, Bengaluru (b) Dr. Jyoti Joshi Pant, & Dr. Madhumita Guha Majumder, WeSchool, Bengaluru (c) Dr. CA Ajit Joshi, WeSchool, Mumbai
Date July 15, 2021	
9:00 am – 9:30 am	Invited Talk on “ Value of Research ” by Dr. V. Kumar, Distinguished Professor of Research, WeSchool
9:30 am – 9:45 am	Break
9:45 am – 12:30 pm	Invited Talk on “ Designing & Executing Conceptual Studies ” by Prof. Shaphali Gupta, MICA, Ahmedabad
12:30 pm – 12:45 pm	Break
12:45 pm – 1:30 pm	Research presentations by (a) Dr. Sonia Mehrotra, WeSchool, Bengaluru (b) Dr. Ruchi Singh, WeSchool, Bengaluru &Dr. Garima Sharma, WeSchool, Mumbai
Date July 16, 2021	
9:00 am – 12:15 pm	Invited Talk on “ Qualitative Research Techniques ” by Ms. Nirupama Kaushik, Brandscares, Mumbai
12:15 pm – 12:30 pm	Break
12:30 pm – 1:25 pm	Research presentations by (a) Dr. Chandravadan Goritoyal & Ms. Aditi Bairolu, WeSchool, Mumbai (b) Dr. Chitrlekha Kumar, WeSchool, Mumbai
1:25 pm – 1:30 pm	Program Summary and Vote of Thanks: Prof. Dr. Vaishali Patil, WeSchool, Mumbai

DAY – 1 Dated 12 July 2021

This FDP was inaugurated on July 12 at 9 am. In his concept note Dr. D. N. Murthy welcomed the participants and briefed them about the aim and objectives and brief outline of FDP.



He further asked the participants to revise study material of speakers and come prepared and appealed the participants to focus on the individual publications at the end of the FDP. He highlighted that the WeSchool will circulate the template in which the researcher has to submit their research propose areas in which the participants would like to submit their research. It will be beneficial to make this event successful and prepare for high quality publications.



In her welcome note, Prof. Dr. Madhavi Lokhande, WeSchool, Bangaluru congratulated WeSchool for taken such initiative to organize FDP for the benefit of the WeSchool faculty. She stressed the need for everybody to publish their research. She briefed that everybody need to understand why some of us have good research papers and why few of us are not. The faculty always says that they are busy in teaching and not getting sufficient time for research. Therefore she stressed on the need to map how much teaching time and research an individual get, what

time to get for evaluation. When such pilot study was conducted, she came to the conclusion that 38% of our time is invested in all academic activities. At the most, 53% of time including teaching and academic activities plus other activities is invested by an individual faculty. That means teachers are focusing on these activities and remaining time for research.



In his inaugural note, Prof. Dr. Uday Salunkhe, WeSchool, Mumbai gave overall idea of the requirements of such programs for WeSchool faculty. In his Inaugural note, he motivated faculty members about publishing scholarly research in all areas of management and other related areas, identified for the benefit of interested participants. The participants should know about the research tools and techniques from the experts as faculty members work on their research publications. They should understand the opportunities and pitfalls in designing the research framework. He further cleared the need of a healthy exchange of ideas and opinions among research-active colleagues that is aimed to further open up for new research ideas and ways of executing those research ideas. He stressed on obtaining critical and helpful feedback from the invited speakers who are experts in conducting and publishing impactful research studies. Finally he instructed the participants to make use of such opportunities provided by WeSchool and concentrate on high quality publications from the Institute.

**SESSION : “ACADEMIC SCHOLARSHIP” BY PROF. BHARATH RAJAN,
WESCHOOL, MUMBAI**



Prof. Bharath Rajan is the Associate Dean, Research at WeSchool, Mumbai, India. He received his MBA from Georgia State University, Atlanta, USA. He also holds graduate degrees in Economics and International Business.

Prof. Bharath Rajan has published in business and marketing journals such as the MIT Sloan Management Review, California Management Review, Journal of the Academy of Marketing Science, Journal of International Marketing,

Industrial Marketing Management, Management Accounting Quarterly, Strategic Finance, and Marketing Intelligence Review. Prof. Bharath has also co-authored book chapters on customer concepts such as customer lifetime value and customer relationship management. His current research interests include customer engagement, marketing strategy, and international trade.



Prof. Bharath Rajan explained his session into three parts one is Understanding academic scholarship, second is Designing a research study and third Managing the submissions process. Prof. Bharath explained the ways to identify academic scholarship with Aristotle’s three types of rhetoric...Logos, Ethos & Pathos. Prof. Bharath focused on six dimensions of Scholarship as Professional Activity, Research Publication, Artistic Endeavor, Engagement with the Novel, Community Service, Pedagogy and also four forms of research viz. informed research, collaborative research, evaluation research, on research in business management domain on demand from participants with clarification on intervention research. He also discussed methods

of research well suited to management domain. He further discussed various well known high quality research journals relevant to business management for additional information useful for every researcher and basic criteria and preferences to choose these journals for research purpose. He then elaborated on the research paper on choice study and need of such publication. The other contents of his session included managing the submission process with locking in the conceptualization process followed by surviving and preparing for resubmission, harnessing the potential of the research community, participation in research collaborations and managing the unintended consequences of the ideation process.

Finally he concluded his session by briefing on review process & acceptance criteria for Empirical papers, Conceptual papers and Analytical papers. His session was well organized and conducted smoothly followed by question-answer session at the end.

DAY – 2 Dated 13 July 2021

**SESSION : “POWER LAW AND THE PRINCIPLE OF LEAST EFFORT:
BUSINESS APPLICATIONS FOR RESEARCH” BY**

*PROF. P.V. (SUNDAR) BALAKRISHNAN, UNIV. OF WASHINGTON,
BOTHELL*

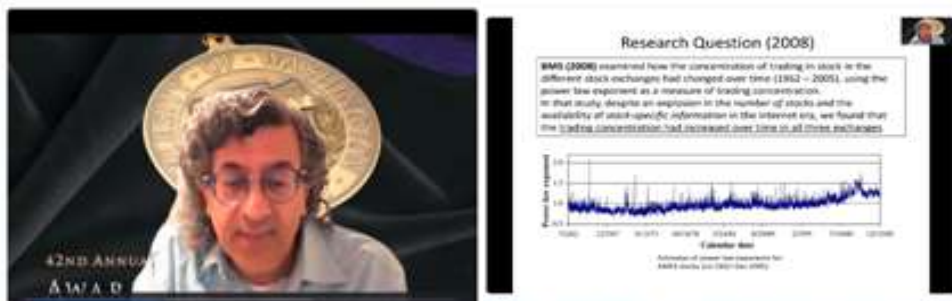


Prof. P.V. (Sundar) Balakrishnan is Professor, Business Program at the University of Washington, Bothell, USA. obtained his Ph.D. in Marketing from The Wharton School of the University of Pennsylvania. He has an undergraduate degree in Engineering from I.I.T. Delhi, a Masters’ in IndustrialEngineering from the University of Texas at Arlington, and a Masters’ degree in Marketing from The Wharton School.

Prof. Balakrishnan has been recognized for fundamental contributions to more than one research domain. His work has impacted both the theory and practice of marketing. The substantive areas of Prof. Balakrishnan's research are directed toward studying New Product Marketing &

Marketing Strategy, Buyer-Seller Negotiations, Relationship Marketing, and Retail Locational Decisions. He is recognized as one of a handful of marketing scholars whose work has had a major impact on other disciplines e.g., artificial intelligence, strategy, organizational behaviour, and negotiations.

His research papers have appeared in several scholarly journals such as *PLoS ONE*, *Management Science*, *Journal of Consumer Research*, *Production and Operations Management*, *Psychometrika*, *Decision Support Systems*, *Economics Letters*, *Organizational Behavior and Human Decision Processes*, *Industrial Marketing Management*, *Journal of Health Care Marketing*, *European Journal of Operational Research*, and *Decision Sciences*, among others. He also continues to serve on several editorial review boards of scholarly journals.



Prof. Balakrishnan. He began with briefing on B Schools providing higher education in business since the year 1956 followed by history of Harvard Workshop in 1959-1960. He focused on gap between society needs. He explained that the professional school of business that aspires to full academic status must meet the test that is to apply present knowledge to advance professional knowledge.

Dr. Balakrishnan discussed the Principle of Least effort which is also known as Zipf's law invented by George Zipf (1902-1950) in his book *Human Behaviour and Principle of Least Effort* published in 1949 as 'the frequency of the nth most frequent word is roughly proportional to 1/n. Then he elaborated on the Power Law applied to any data series that can be ranked by size where the power law exponent 'q' could be used as a measure of concentration. It works better than traditional Hirschman-Herfindahl Index (HHI) with an example of measure of market

concentration while using excel sheet online. He interacted with the participants directly during session and divided them in groups and asked to share their understanding of concept. Finally his session was ended with the concept of ‘B’ School tomorrow: going forward-the magical mystery tour.

SESSION: “BASICS OF HYPOTHESIS FORMULATION”

BY DR. D. N. MURTHY, WESCHOOL, BENGALURU



Dr. D. N. Murthy is Professor of Marketing at WeSchool, Bengaluru, India. He has more than 23 years’ experience in the teaching, consulting, and research. Post his Ph.D. in Strategic Marketing Management from Bangalore University, he has pursued his Post-Doctoral Research from Fosters Business School, University of Washington, Seattle, USA.

With the long years of experience in industry and academia, Dr. Murthy has been a consultant for United Nations Industrial Development Organisation (UNIDO) in implementing Business Clusters Project concept in India for machine tool SMEs. He has conducted several MDPs for leading corporates like Apple Inc, Rockwell Automation, Videocon, Emerson engineering, among others.

Dr. Murthy is a regular faculty trainer in the areas of strategic marketing. He has conducted several FDPs in top rated Universities in India and abroad. He was the Dean / Director at IFIM Business School and Kirloskar Institute of Management Studies. He has visited prestigious Universities like Ecole De Grenoble (France), University of Ohio (USA), Howard University (USA) on academic assignments. He has widely traveled to USA, Canada, Germany, France, Thailand, Srilanka, Bangladesh, Nepal, and Malaysia.



Prof. Dr. D. N. Murthy Sir explained his session into three parts one is the crux of Hypothesis testing, second is Behind the screen and third Basis of hypothesis testing. Dr. Murthy expatiated on the fundamentals of Hypotheses. The session focused on topics viz. Normal Distribution (it is all about probability), Parametric and non-parametric data, Z value, basics of hypothesis testing (sampling distribution standard Error) Dr. Murthy also brought out the difference between Descriptive v/s Inferential Statistics. The session also dwelled on “comparing the sample mean with the hypothesized population mean” and “The hypothesis assumptions”. Dr. Murthy elucidated upon Basics of hypothesis testing, Hypothesis formulation- Null and Alternate, types of hypothesis testing. The thrust was directed towards developing an understanding of Interval estimation, One tail and two tail tests, Null & alternate hypothesis, Confidence Interval , Alfa, Z test & T test.

It also focused on establishing the robustness of one’s research by mitigating Type I & Type II Error review (Errors and Correct conclusions Table). The session also dwelled on Sampling Distribution curve and standard deviation. The session was peppered with innumerable examples from common place life incidents and phenomenon as well as those pertaining to management World. The session was remarkable in terms of clearing quite a few doubts on somewhat abstruse topic of Hypothesis Testing.