

Centre for research
Faculty Development Program (online)
“Research Design and Manuscript Preparation”
July 25 – 29, 2022

**Organized by Welingkar Research Centre (WRC), Prin.L.N.Welingkar Institute of
Management, Development and Research**

REPORT

Program Overview

Academic research forms a cornerstone of higher education. In addition to expanding the body of knowledge, it adds to the vigour 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 Design and Manuscript Preparation”. 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.

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 outcomes

The following outcomes are expected from this FDP

1. Know about the research tools and techniques from the experts as faculty members work on their research publications.
2. Understand the opportunities and pitfalls in designing the research framework.
3. A healthy exchange of ideas and opinions among research-active colleagues that is aimed to further spur new research ideas and ways of executing those research ideas.
4. Obtaining critical and helpful feedback from the invited speakers who are experts in conducting and publishing impactful research studies

Program Objective

The core objective of the workshop was to equip participants with appropriate methods and approaches of research, to facilitate them to undertake effective research in management and social science and to convert research into publishable material of high quality in the form of articles, journals and books. This workshop is designed to offer in-depth understanding of research process as whole and direct the participants through all the stages of research from identifying a research problem to the submission of a dissertation, report writing and research article.

The main objectives of this FDP are:

1. To educate, inform, and update WeSchool faculty of the various components of the academic research framework.
2. To guide and inform WeSchool faculty on their ongoing research projects.
3. To encourage WeSchool faculty to identify and develop research ideas that can evolve into journal publications.
4. To inculcate a 'research culture' at WeSchool that recognizes and encourages research acumen among faculty members.

5. To create a friendly research ecosystem among WeSchool faculty members that fosters collegiality and research collaborations

Structure of the FDP

The FDP was a half-day session conducted from 9:00 am in the morning till 1:30 pm for five days between the July 25 and July 29, 2022.

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

1. *Invited speakers:* On each day, renowned researchers/practitioners will offer a session related to academic research. The invited speakers have been identified based on their research acumen and research publication track record. They will be speaking on key research topics that are of critical importance to researchers, with a special emphasis on helping in the preparation of effective manuscripts leading up to publication.

2. *Research Interchange:* Opportunities will be provided to WeSchool faculty members to present their ongoing research projects to the faculty colleagues and invited speakers as part of the Research Interchange session on identified days (see itinerary for details). The idea behind this is to help secure WeSchool faculty vital feedback from within the WeSchool community on potential areas of improvement of the research study. Such helpful feedback from WeSchool colleagues will not only foster a healthy exchange of ideas, but also usher in collegiality and collaboration among WeSchool faculty in presenting their ongoing research, a presentation template will be provided. This will help structure and standardize the presentations to get the best feedback.

3. *Ideas for Future Research:* On the final day, all the participating WeSchool faculty members are expected to submit a small write-up that lists their ongoing research, including the topic, the need, and the approximate methodology proposed. Subsequently, this would be taken up by the research advisory committee of WeSchool to facilitate and guide the respective faculty members to progress on their proposed research topics. The goal of this is to initiate a continuing conversation (that will carry on after the FDP) on academic research among WeSchool faculty members and ensure that research publications materialize from this FDP. In submitting the write-up for the ongoing research, collaborations among WeSchool faculty

TIMETABLE

Day 1

Session 1	9:00 am – 9:45 am	Invited Talk on “Research and Patents” Dr. Girish Chandra, Chief Scientist, TCS
Session 2	10:00 am – 10:30 am	Inauguration of the <i>Faculty Development Program</i> Welcome Note: Dr. Madhavi Lokhande, Campus Dean, Bangalore Inaugural Note: Prof. Dr. Uday Salunkhe, Group Director
Session 3	10:30 am – 10:45 am	Break
Session 4	10:45 am – 12:15 pm	Invited Talk on “Empirical Research” Dr. Balaji Raman, Vice President, Cogitaas, AVA, Mumbai
Session 5	12:15 pm – 1:15 pm	Research Interchange (WeSchool faculty paper presentations)



Mumbai and Bangalore Campus

Session on “Research and Patents”

Dr. Girish Chandras , Chief Scientist in TCS

Day 1 began with Dr. Girish Chandras presentation on Research and Patents. He is the Chief Scientist in TCS with vast experience. He obtained his BE in Electronics from University Visvesvaraya College of Engineering (UVCE), Bangalore, India and MTech from IIT Madras in Communication Systems and High Frequency Technology. He obtained his PhD (and subsequently the DIC) as a Commonwealth Scholar in Digital Communication from Imperial College, London. He is with the TCS Research, Bangalore, from Jan 2005, presently a Principal Scientist. He has over 100 publications in Journals/ Conferences (with co-authors), 25+ granted patents and other 50+ filed, with co-inventors.



He began the session with discussion on core innovation network required for research output. He further discussed on “Quantum Readiness” based on the number of innovative ideas and potential research output. He also discussed on the Indian scenario in regard to the patenting based on the domain involved (public/ private), laws and procedures. He concluded the session by sharing his insights on strengthening and updating the domain knowledge (literature review) which is essential for carrying out future research. He also emphasized on blended mode of research which should be both academic and applied/ industry specific in nature. This session was then followed by the FDP inauguration on July 24th at 10 am. In his concept note Dr Madhavi Lokhande, she 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 WeSchool will circulate the template in which the researcher has to submit their research 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 taking 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 needs to understand why some of us have good research papers and why few of us do 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 concluded 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 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 on “Empirical Research”

Dr. Balaji Raman, Vice President, Cogitaas, AVA, Mumbai



Dr. Balaji Raman is Vice president at Cogitaas, AVA, Mumbai. He has a doctoral degree in Statistics from the University of Connecticut. He has developed statistical solutions for leading FMCG, e-commerce, and retail companies across the globe for solving problems related to pricing, brand equity, media spends, and marketing spends optimization. Some of his solutions have been published in peer-reviewed journals. Dr Balaji extensively discussed on various industry examples of industry research. He explained the concept of “overfitting” which is a statistical concept. He explained the use of regression models and boosting methods used to solve business problems. He then explained practical application of SMOTE (Synthetic Minority Over Sampling Technology) and MIRT (Multidimensional Item Response Theory) for which it is important to have statistical background or understanding of concepts like Bayesian and Gaussain theories.

This session was followed by Research Interchange where in WeSchool faculties presented their ongoing research for critical feedback.

Research Interchange (WeSchool faculty paper presentations)



Value Creation for Venture Capital-Backed Firms by Avoiding the Likelihood of Moral Hazards



DR. VANDANA PANWAR
PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH, MUMBAI

Date: 25th July 2022

Faculty Development Program on
RESEARCH DESIGN AND MANUSCRIPT PREPARATION
July 25-29, 2022



Day 2

Session 1	9:00 am – 11:00 am	Invited Talk on “Practice-driven Research” Mr. K. C. Mani, CMD, BDB India Pvt Ltd Mr. Chetan P. Ligade, Director and COO, BDB India Pvt Ltd.
Session 2	11:00 am – 11:15 am	Break
Session 3	11:15 am – 1:15 pm	Invited Talk on “Practice-driven Research” Ms. Nirupama Kaushik, Consulting Partner, and Practice Lead, Brandscapes Worldwide

Session on “Practice-driven Research”

Mr. K. C. Mani, CMD, BDB India Pvt Ltd



Mr. K C Mani is Chairman & Managing Director at BDB India and has been working with the company for the last two decades. He has acquired vast knowledge in Marketing & Market Research and strategic management in the global markets.

He started the session with a discussion about various applications of research in FMCG and industrial market research industry. He then briefed about the evolution of management research. He discussed historical roots of management research which began in post industrial revolution along with changes in the technology which was then termed as market research and later termed as consumer research. He then explained the process of research which begins with desk research which includes referencing various articles, books, print media and other sources followed by primary research and analysis. He then emphasized on role of internal and external communication required for smooth functioning of research and innovation in the company set up. He also mentioned engagement of various teams in the

research process. Lastly he summed up on basic requirements for conducting good research which includes eyes of details, observation, networking and communication skills. This session was then followed by session of Mr. Chetan Ligade

Mr. Chetan P. Ligade, Director and COO, BDB India Pvt Ltd.



Mr. Chetan P. Ligade is Director at BDB India. His key interest areas include market research, go-to-market strategy, channel management, diversification strategy, customer journey mapping, competitive intelligence, export markets, and key account management. He presented two case studies of applied research in B2B/B2B2C. He discussed on market intelligence, total addressable market (TAM) and service addressable market (SAM).



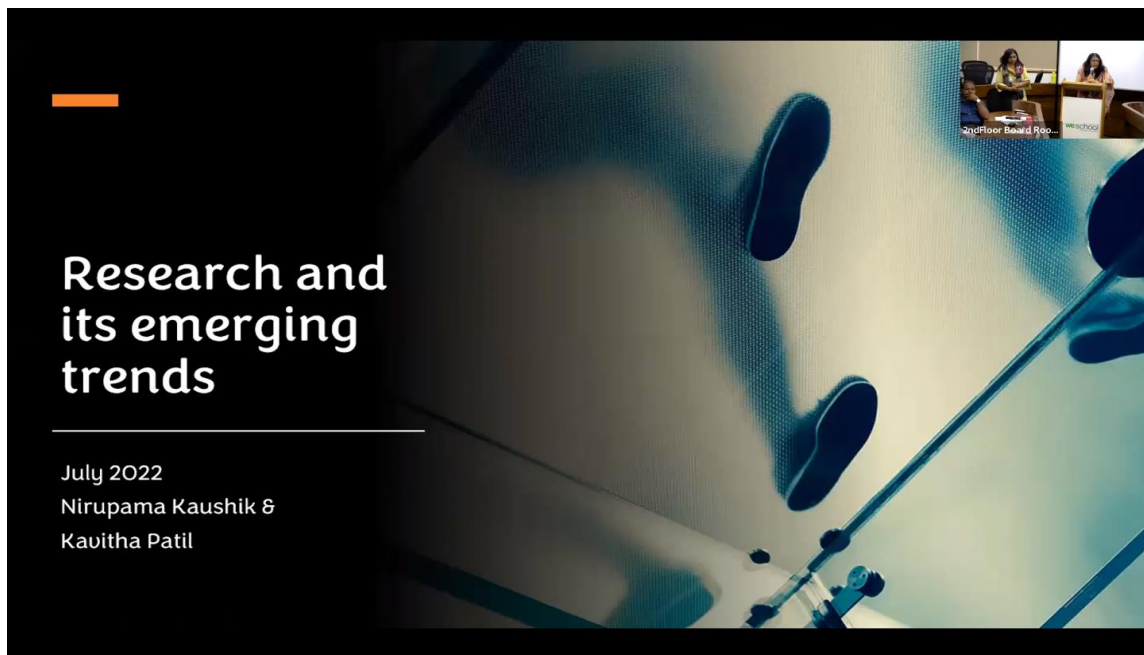
Session on Practice driven research

Ms. Nirupama Kaushik, Consulting Partner, and Practice Lead, Brandscapes Worldwide



Ms. Nirupama Kaushik leads the Qualitative research and Innovation practice globally at Brandscapes. She has 30+ years of experience spanning ideation, insight development, cultural understanding, concept, communication and product research and NPD cross global and regional research engagement others. She has extensive experience across the FMCG, consumer durables, technology, and service sectors.

She conducted her session on the topic, “Research and its emerging trends”



She started the session by asking everyone, “What so you think your role should be?” after discussing varied responses of the faculties she discussed a constructive approach of advances in academic discourses, advances in technology and consumer needs all these three factors are interdependent on each other. After this she presented two case studies



GLOBALMR

Case I: Identifying opportunities of growth among People positive

FMCG, Global

BRANDESCAPESWORLDWIDE



GLOBALMR

Case II: Evaluation of XXX Paints' Social Media Presence

Home Decor category, India

BRANDESCAPESWORLDWIDE

She then discussed on role of leadership and carried out a simple activity. She asked everyone to write down the area of research each one is interested in and then discussed on the responses of all the faculties. She later on discussed about the Esomar trends

- Mobile ethnographies
- VR and AR
- Qualitative techniques
- Agile market research
- Training for AI



Lastly she concluded the session by discussing the future facing trends

- AV/ VR
- Psychographic data
- Inclusive research
- Social listening
- Learning from Agencies
- Behavior economics



Day 3

Session 1	9:00 am – 11:00 am	Invited Talk on “Measurements and Scales in Research” Dr. K. R. Jayasimha, Professor, IIM Indore
Session 2	11:15 am – 11:30 am	Break
Session 3	11:30 am – 1:00 pm	Talk on “How to Interpret R ² Value in Regression” Dr. D. N. Murthy, Professor, WeSchool, Bangalore

Session on “Measurements and Scales in Research”

Dr. K. R. Jayasimha, Professor, IIM Indore

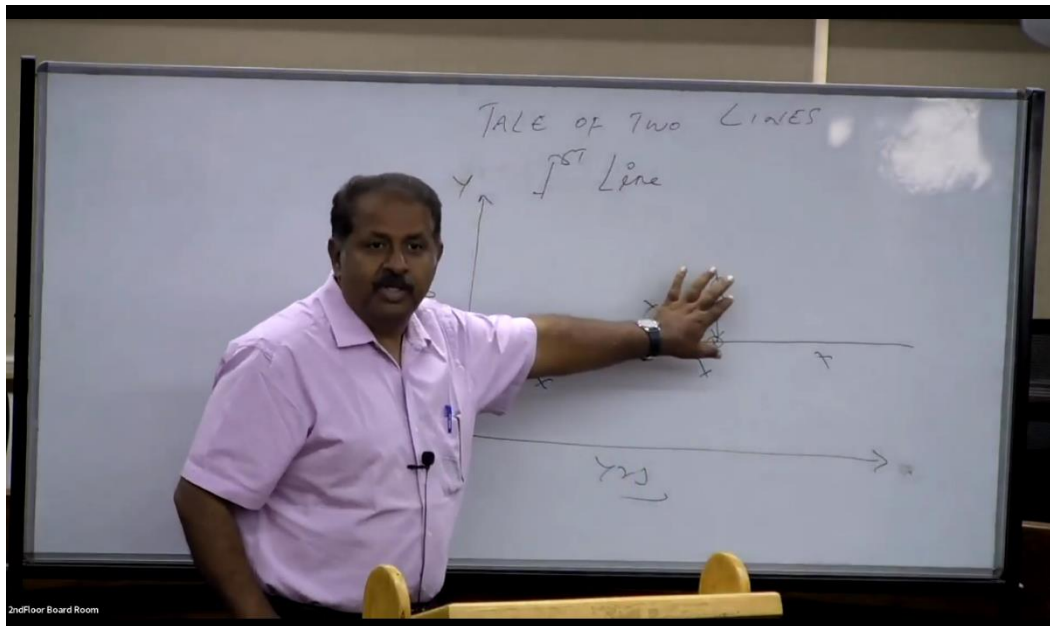
Dr. (Jai) Jayasimha is a Professor of Marketing at IIM Indore. Prior to joining IIM Indore, he has been a faculty member at The Institute of Management Technology, ICFAI Business School (IBS Hyderabad), PES Institute of Technology (PESIT, Bangalore) and Kirloskar Institute of Advanced Management Studies.

Dr. Jaya conducted a session on “Measurements and scales in Research” he started the session by speaking on “Social Scales” and gave an example of the process of scale development which included theoretical discussion/ paradigms, item generation (opinion pond) using various research methodologies. While discussing qualitative research methodology he discussed more on ‘netnography’. He further discussed data analysis based on type of data from various research papers. He also discussed ‘attribution theory’ and exploratory factor analysis where thematic analysis from the data is made which include ranking the theme from higher order to lower order themes. The next process in the scale development included ‘Scale purification’ wherein ‘shades of grey’ logic is used for item generation (clubbing overlapping themes/ items). Lastly reliability and validity (nomological) of the scale was discussed

The next session was carried out on “How to Interpret R² Value in Regression” by Dr. D. N. Murthy and Dr. Madhumita Majumder

Session on How to Interpret R² Value in Regression

Dr. D N Murthy

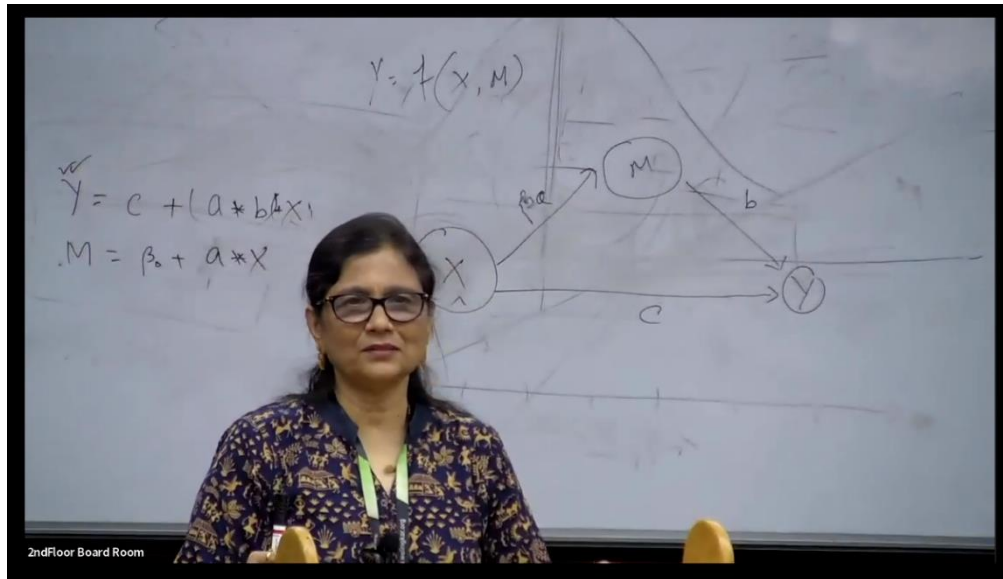


Dr. D. N. Murthy is Professor of Marketing at WeSchool, Bengaluru, India. He has more than 23 years' experience in the teaching, consulting, and research. Post his Ph.D. in Strategic Marketing Management from Bangalore University, he has pursued his Post-Doctoral Research from Fosters Business School,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

He started the session by explaining about simple linear regression. He gave simple statistical example of understanding data, followed by understanding the kind of error and then role of regression in reducing the error. He discussed on 'goodness of fit test' and 'homoscedasticity'. The session was later taken over by Dr. Madhumta Majumder on regression. She discussed about the mediation and moderation model. She also gave an easy example to understand interaction variable, linear and non-linear model. Lastly she concluded the session by explaining the effect of medication effect on the data.

Session on How to Interpret R2 Value in Regression

Dr. Madhumita Majumder



Significance of R²: Moderation Analysis

- R² – part of variation in DV which is explained by all IVs in the model.
- Difference in R² measures the effects of interaction.
- **Effects of interaction = R²_{Main Effects + Interaction Effects} - R²_{Main Effects}**
- Effects category – Small, Medium & Large

Metrics	Main + Interaction Effects	Main Effects	Moderator Effects
R ²	0.830887	0.817762	0.013125
Adjusted R ²	0.826275	0.814479	0.011796

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Day 4

Session 1	9:00 am – 10:00 am	Invited Talk about “Integrating Scopus in Research Workflow” Dr. Shubra Dutta, Customer Consultant, Elsevier.
Session 2	10:00 am – 10:15 am	Break
Session 3	10:15 am – 1:15 pm	Invited Talk on “Crafting a Manuscript” Prof. Bharath Rajan, Associate Dean (Research), WeSchool Mumbai.

Session on “Integrating Scopus in Research Workflow”

Dr. Shubra Dutta, Customer Consultant, Elsevier.

Dr. Shubra Dutta is a Customer Consultant at Elsevier. She has diverse work experience from teaching to research in academic institutions to research, consulting, and strategic business development in the corporate sector. She has a master’s degree in Biotechnology from IIT Roorkee and Doctorate from Jawaharlal Nehru University, India.





Integrating Scopus in your research workflow

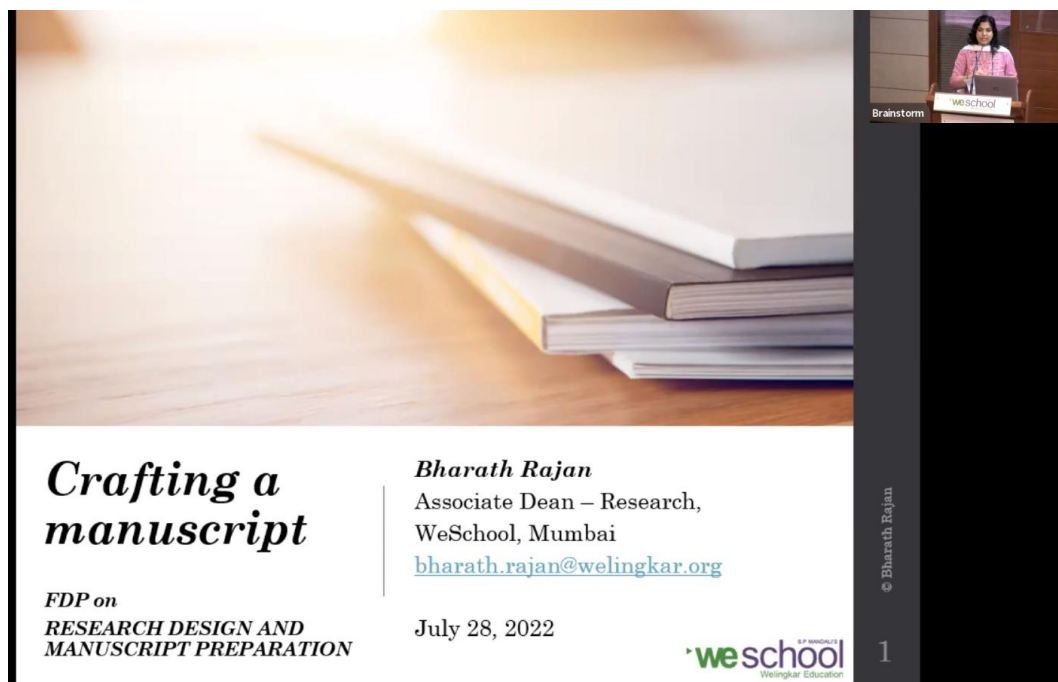
Dr Shubhra Dutta
Customer Consultant
Research Intelligence
www.elsevier.com/scopus



Dr Dutta discussed on Scopus portal for getting access to rich literature. She demonstrated use of various analytical tools for obtaining data from Scopus. In the further part of session she explained the process of evaluating the authenticity of journal for potential publication. The last session for the day was conducted by Prof. Bharat Rajan on “Crafting a manuscript”

Session on “Crafting a manuscript”

Prof. Bharat Rajan



Crafting a manuscript

FDP on
**RESEARCH DESIGN AND
MANUSCRIPT PREPARATION**

Bharath Rajan
Associate Dean – Research,
WeSchool, Mumbai
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July 28, 2022

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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. 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, International Marketing Review, Industrial Marketing Management, Management Accounting Quarterly, Strategic Finance, and Marketing Intelligence Review. He 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 Bharat conducted an interesting session by using ‘Stories’ as a reference point. He further discussed power of perspective reasoning which is one of the building blocks necessary for the whole manuscript preparation. He further explained various types of manuscripts which can be considered for potential publication. He summed up essentials of a compelling research which included strong subject matter/ topic, methodological and theoretical background. He then discussed about patience required in the phase of research publication acceptance and further process. Lastly he shared practical tips for manuscript preparation and use of citation software like Endnote.

Day 5

Session 1	9:00 am – 1:00 pm (Includes break)	Research Interchange (WeSchool faculty paper presentations)
Session 2	1:00 pm – 1:15 pm	Program Summary and Vote of Thanks Dr. Vaishali Patil, Sr. Associate Dean (Research), Mumbai

0:00:17 09:01

Empirical study to understand customer perception towards InsurTech in Mumbai, India

DR. ANJALI KUMAR
MS. TANYA LAMBA

S.P. MANDAL'S PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH (PGDM)

Date: July 29 2022

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Next slide: Introduction & Significance of the study

0:00:54 09:22

Modeling Unified Payment Interface (UPI) Adoption: An empirical Examination with an Augmented Technology Acceptance Model

Proposal is based on the previous research paper on Internet Banking Adoption published in Journal of Enterprise Information Management (Emerald Pub.) ABDC Category A

BIJITH MARAKARKANDY
DEPARTMENT OF E-BUSINESS,
S.P. MANDAL'S PRIN. L. N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH

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Next slide: Introduction & Significance of the study

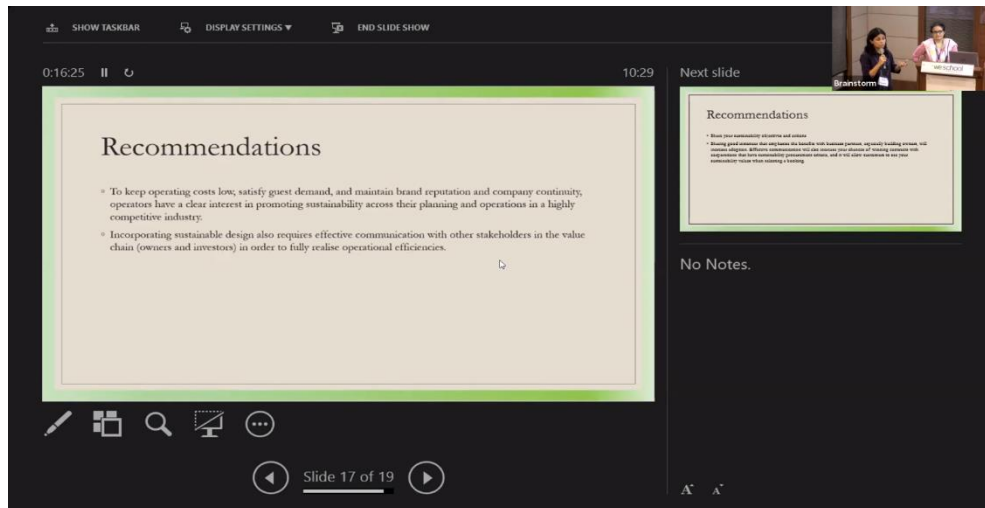
ANALYSIS OF TERTIARY PACKAGING ISSUES AND INFLUENCE ON REPURCHASE INTENTION AND LOYALTY OF E-RETAIL CUSTOMERS

ALEX NERO

WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH
BANGALORE

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Research Gap

Various studies have examined the relationship between the organisations and its employees and the critical role of leadership communication (Chen et al., 2018; Kelleher et al., 2019). However, these studies have mostly been carried out in industry context. This triggers the present study to adapt and examine the role of leadership in *academic institutions* to examine the academic achievements, the extent to which a student, teacher or institution has attained their short or long-term educational goals.

Further, studies (Green & Bavelier, 2012; Okechuku & Heeler, 1991) have shown that there exists a positive relationship between faculty quality and students' achievements. However, there is *limited evidence* of having significance relationship between faculty quality and faculty achievements.

The impact of anthropomorphising smart home speakers on Digital Marketing

SCHOLAR: MR. FATHIMA RAJ KILIMAS, ASSISTANT PROFESSOR, WESCHOOL
 GUIDE: DR. D. N. MURTHY, DEAN, MARKETING & RESEARCH, WESCHOOL

Date: 29/7/22

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 July 25-29, 2022



Introduction & Significance of the study

1. The insights from customers' opinions on and comments about brand-related tweets are significant and relevant to shaping brand perceptions (Smith, 2012)
2. Twitter is hypothetically known as a rich source with potentially useful information, unfortunately, its content has not been well studied (Zhao, 2016)
3. The fast-paced life and the rise of millennials in the workforce is likely to assure a promising future for the food aggregators (Pinto, P., Hawaldar, I. T., & Pinto, S., 2021)
4. The increasing significance of user-generated content e.g., social media data, has provided businesses great opportunities and challenges of exploiting the large volumes of data to create business values (Sheng, J., Amankwah-Amoah, J., & Wang, X. (2017).

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The screenshot shows a Beamer presentation interface. The main slide is titled "Key Objectives of the Study" and lists five objectives:

1. To identify risks on businesses in the aviation sector post pandemic.
2. To find the avenues for organizations involved in the civil aviation sector in India. These avenues are expected to improve the operational efficiency and decrease the cost of operation of the airlines.
3. To identify opportunities for all other stakeholders like MRO Industry, Fuel Supply companies, OEM's of Aircraft component manufacturing companies & Airport operators who are public sectors as well as private sectors.
4. To quantify the benefits of the stated opportunities and assist the mentioned organizations to work on future strategies by using insights through this paper.
5. To help budding entrepreneurs tap new opportunities to align with the Atmanirbhar Bharat (self-reliant India) Ideology of India.

The interface includes a top navigation bar with "SHOW TASKBAR", "DISPLAY SETTINGS", and "END SLIDE SHOW". A timer shows "0:05:04" and "10:00". A "Next slide" preview shows a slide titled "Review of literature & Research Gap fulfilled by the Study". The bottom navigation bar shows "Slide 3 of 11" and navigation arrows.

After the research presentation of various faculty members Dr. Vaishali Patil concluded the 5 day long FDP session with her concluding remarks and vote of thanks. He left the participants with lot of positive inputs and a roadmap ahead for the research journey

(Prepared by Dr. Chaitra Khole)