



SRM
UNIVERSITY AP
Andhra Pradesh



**Paari
School of
Business**

EXCELLENCE THROUGH LEARNING

**Five-day
Faculty Development Programme**

DOING HIGH- QUALITY RESEARCH IN MANAGEMENT



**December 04 and
December 11-14, 2023**

Hybrid Mode

Resource Persons:



Prof. Raj Sethuraman

Professor

Cox School of Business,
Southern Methodist University

Prof. Ramkumar Janakiraman

Professor

Darla Moore School of Business,
University of South Carolina



Prof. Piyush Sharma

Professor

School of Management and Marketing,
Curtin University

Prof. Tak Yan Leung

Associate Professor

School of Business and Creative Industries,
University of the Sunshine Coast, Australia



Prof. Bharadhwaj Sivakumaran

Dean

Paari School of Business,
SRM University-AP

Convenor: Dr Lalita Mohan Mohapatra

Co-convenor: Dr Md. Danish Kirmani

Contact person for the FDP:



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Objective:

Research is critical for any academia in today's world. The Centre for Consumer Research in India of Paari School of Business, SRM University-AP is delighted to bring together a galaxy of research experts to impart knowledge on publishing and doing high-quality research through a Five-day FDP. Topics covered are highly contemporary and cutting-edge. Participants will benefit tremendously from the combined expertise and experience of these incredibly prolific and globally respected researchers.

Session Plan:

Dec 04, 2023	Prof. Raj Sethuraman	New Technologies in Omni Channel Retail Big Data in Retailing	10 AM - 1.30 PM	Hybrid
Dec 11, 2023	Prof. Ram Janakiraman	Empirical Models	6 PM - 9.15 PM	Online
Dec 12, 2023	Prof. Piyush Sharma, Prof. Tak Yan	Developing Multi-disciplinary Research Projects Presentation of Research Ideas	1.30 PM - 5.30 PM	Hybrid
Dec 13, 2023	Prof. Piyush Sharma, Prof. Tak Yan Leung	Publishing in Top Tier Journals	9 AM - 1.30 PM	Hybrid
Dec 14, 2023	Prof. Bharadhwaj Sivakumaran	Issues in Systematic Literature Reviews Developing Top Quality Manuscripts	9 AM - 1.30 PM	Hybrid

Target Audience: Academicians, Research Scholars, Industry Participants, and Master Students

Fee Details:

The fees are very nominal, given below:

Students, Research Scholars - 2,000/- (Including GST)

Academicians/Industry Participants - 2,500/- (Including GST)

SRM Scholars - No Fee

*Participation Certificates will be provided as per university norms.

*Hostel facility will be provided to the outstation participants as per university norms.

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