

**AICTE TRAINING AND LEARNING (ATAL) ACADEMY
ONLINE FACULTY DEVELOPMENT PROGRAM (FDP)
ON
ERUDITION TO DO ACADEMIC RESEARCH IN MARKETING
MANAGEMENT: FOR PUBLISHING IN TOP-TIER JOURNALS
AND DOCTORAL DISSERTATIONS
(31st May 2021 - 04th June 2021)**



IIM SIRMAUR
KNOWLEDGE . LEADERSHIP

Organized By
INDIAN INSTITUTE OF MANAGEMENT SIRMAUR
भारतीय प्रबंध संस्थान सिरमौर



FDP OUTLINE

This five-day FDP program is premeditated for faculty members, teachers, research students and early career researchers who would like to get a profound understanding about writing their research work for top-tier international journal publications and doctoral dissertations. In this program, the participants will be subjected to different facets of writing, commencing with problem definition to sharing their published work to a larger set of audience. The purpose of this program is to acquaint and impart the knowledge and skills required to publish in journals of international repute and encourage them to yield good quality academic journal publications. In the course of the sessions, the resource persons will share their experience and proficiency in relation to journal publication which in turn will benefit the participants to generate high-quality research outcomes. In addition to this, the participants will also get an opportunity to discuss their research papers/ideas and its publication possibilities with the resource persons and clarify their doubts regarding the same. With this aim IIM Sirmaur presents a Faculty Development Program on Erudition to do Academic Research in Marketing Management: For Publishing in Top-Tier Journals and Doctoral Dissertations.

OBJECTIVES

In this five-day FDP, the participants will get ideas and directions regarding different facets of journal publications which will widen their knowledge and understanding of the criteria or standards used by top-tier journals to publish their papers, and it will escalate their chances of success in top international journal publications. This will enhance the quality of education imparted in institutions by providing faculty members, teachers, research students and early career researchers with a platform to learn all they need to know about research, specifically research for publishing in top-notch journals and doctoral dissertations.

PROGRAM COVERAGE

- Journal publications in marketing, need, relevance, and scope.
- Identifying the research gaps in the area of marketing management.
- Defining the research problem, and research objectives of the study.
- Importance of literature review.
- Formulation of hypotheses/model.
- Importance of research plan/methodology.
- Execution of suitable data analysis.
- Presenting the data analysis results and positioning the study contributions.
- Use of various reference styles and introduction of reference tools.
- Plagiarism and copyright
- All about marketing journal's ranking, rating & impact factor.
- Identifying the right journal in the area of Marketing Management.
- Submitting the paper for peer-review process in marketing journals.
- Peer-review process & ways to satisfy the reviewers.
- Role of citations and means to improve citations.
- General publication strategies for publications in marketing journals.

PEDAGOGY

A mix of pedagogical tools will be used, such as cases, lectures, discussions, presentations, audio-visuials, hands-on practice and experimental exercises.

TARGETED PARTICIPANTS

This FDP is open for school teachers, faculty members and research scholars.

Please Note: There is no registration fee for this FDP.

For FDP registration please visit <https://atalacademy.aicte-india.org/signup>

ABOUT THE INSTITUTE

Indian Institute of Management Sirmaur (IIM Sirmaur) is a Centrally Funded Institution of National Importance set up by the Government of India in 2015. The IIM Sirmaur is nineteenth in the prestigious IIM family of management schools to be established in India. IIM Sirmaur is situated in the verdant surroundings of Himalayas (located in Paonta Sahib and nearby to Dehradun). IIM Sirmaur provides an ideal setting to educate and train the best minds of the country, away from the hustle and bustle of metropolitan cities. IIM Sirmaur is one of the 3rd generations. The Institute is currently functioning from its temporary campus at Paonta Sahib, District Sirmaur, Himachal Pradesh. The IIM Sirmaur is a Wi-Fi equipped Campus with modern facilities and the latest technology to provide an excellent learning environment for the students. The Institute has state-of-the-art classrooms, fully equipped conference rooms with video-conferencing facility, hostels with modern amenities, a 24x7 library having abundant print & electronic resources, with remote access, computer lab with latest configuration machines with access to various software and databases, out-door and in-door sports, gymnasium, Mess etc. Taking forward the legacy of the IIM brand, IIM Sirmaur is committed to delivering quality education, training and research in management sciences.

FDP COORDINATOR

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SCHEDULE OF SESSIONS

Day & Time	Topics for the sessions
31/5/2021 – Three Sessions Session-1- 09:00 Hrs. -11:00 Hrs. Session-2- 11:30 Hrs. - 13:30 Hrs. Session-3- 14:30 Hrs. - 16:30 Hrs.	Module –I (Journal publications in marketing, Need, relevance, and scope, Identifying the research gaps in the area of marketing management, Defining the research problem, and research objectives of the study)
01/06/2021 – Three Sessions Session-1- 09:00 Hrs. -11:00 Hrs. Session-2- 11:30 Hrs. - 13:30 Hrs. Session-3- 14:30 Hrs. - 16:30 Hrs.	Module-II (Importance of literature review, Formulation of hypotheses/model, Importance of research plan/methodology)
02/06/2021 – Three Sessions Session-1- 09:00 Hrs. -11:00 Hrs. Session-2- 11:30 Hrs. - 13:30 Hrs. Session-3- 14:30 Hrs. - 16:30 Hrs.	Module-III (Execution of suitable data analysis, Presenting the data analysis results and positioning the study contributions, Use of various reference styles and introduction of reference tools)
03/06/2021 – Three Sessions Session-1- 09:00 Hrs. -11:00 Hrs. Session-2- 11:30 Hrs. - 13:30 Hrs. Session-3- 14:30 Hrs. - 16:30 Hrs.	Module-IV (Plagiarism and copyright, Marketing journal's ranking, rating & impact factor, Identifying the right journal in the area of Marketing Management, Submitting the paper for peer-review process in marketing journals)
04/06/2021 – Two Sessions Session-1- 09:00 Hrs. -11:00 Hrs. Session-2- 11:30 Hrs. - 13:30 Hrs.	Module-V (Peer-review process & ways to satisfy the reviewers, Role of citations and means to improve citations, General publication strategies for publications in marketing journals)
04/06/2021 – One Session Session-1-14:30 Hrs. - 16:00 Hrs. From 16:00 Hrs. – 16:30 Hrs.	A Session on Health and Happiness Feedback and Valediction