

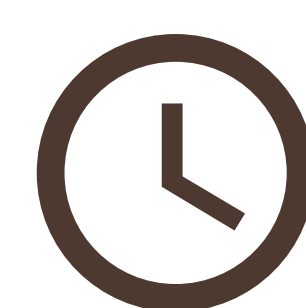
One-day Multi-Session Research Workshop

FROM CONCEPT TO PUBLICATION: A WORKSHOP ON SCHOLARLY WRITING

Organized by
**Data Analytics Club, Department of Commerce,
Rajagiri College of Social Sciences (Autonomous)**



22nd March 2024



9.00 AM – 5.00 PM

TOPICS COVERED

- **Crafting Effective Research: Topics, Design, And Theory Integration**
- **From Hypothesis To Implications: A Comprehensive Guide To Research Methodology**
- **Setting The Hook: Importance Of Storytelling In Academic Research**
- **Navigating The Publication Process: Journal Selection, Tips To Avoid Desk Rejection, And Responding To Reviewers**

Amount: Rs. 590

Payment



Link for registration: <https://forms.gle/2PRNGVJcVwBvqjNSA>

Contact details:

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1. CRAFTING EFFECTIVE RESEARCH: TOPICS, DESIGN, AND THEORY INTEGRATION



DR. VINEETHA MATHEW
Independent researcher

Dr. Vineetha Mathew, PhD graduate from School of Management Studies, CUSAT, is a passionate researcher in management, specializing in personal finance, gender studies, and wellbeing. With publications in Scopus and ABDC indexed journals, her research interests lie in unravelling the dynamics of human psychology, behaviour and its influence on decision-making, driving impactful insights in her field.

2. FROM HYPOTHESIS TO IMPLICATIONS: A COMPREHENSIVE GUIDE TO RESEARCH METHODOLOGY



DR. ARATHI KRISHNA,
Assistant Professor,
Kochin Business School

Arathi Krishna is an assistant professor at Kochin Business School. She has done her PhD in OB and HRM from the School of Management Studies, Kochin University of Science and Technology, Kerala, India. Her thesis centred on the topic of academic bullying and its consequences. She has five years of experience in academia as assistant professor in management. She completed her Master of Business Administration from Kerala University. Her current research focus is on Workplace Bullying, Employee Silence and Neurodiversity. She has published articles in several international journals indexed in ABDC and Scopus.

3. SETTING THE HOOK: IMPORTANCE OF STORYTELLING IN ACADEMIC RESEARCH



RUKSANA ASHRAF
Research Scholar,
School of Management Studies,
CUSAT

Ruksana Ashraf is a researcher with School of Management Studies, CUSAT. Her research interests are in the domains of organizational theory, strategic communication, and entrepreneurship in the context of innovation. She is currently pursuing her Ph.D. in organizational identity and Identity-challenging innovations. She also takes keen interest in the concept of Design Thinking and holds a professional certificate in 'Design Thinking and Innovation Management' from IIM Kozhikode and has published a book titled "Design Thinking Activities". On the work front, Ruksana has over eight years of experience in the banking industry with exposure to retail and SME lending.

4. NAVIGATING THE PUBLICATION PROCESS: JOURNAL SELECTION, TIPS TO AVOID DESK REJECTION, AND RESPONDING TO REVIEWERS



DR. EBINA JUSTIN M A
Assistant Professor,
Rajagiri College of Social Sciences
(Autonomous)

Dr. Ebina Justin M A, Assistant Professor at Rajagiri College of Social Sciences (Autonomous), obtained her Ph.D. from the School of Management Studies at CUSAT. She demonstrates scholarly excellence through her publications in top-tier journals indexed in Scopus Q1 and ABDC – A & B categories. Additionally, Dr. Ebina serves as a discerning reviewer for prestigious platforms, including Scopus Q1 and ABDC indexed journals, as well as the distinguished Academy of Management conference in 2024. Her expertise extends to the realm of the psychology of gamification, where she provides valuable insights and guidance as an expert in the field.