



Research Seminars 2021

Remsons Centre for Management Research (RCMR) conducted four Seminars on research methodology in July 2021. RSET Chairman Shri Ashok Saraf addressed at the inaugural session of the Seminar on 12 July 2021.

The first session on 12 July 2021 was conducted by Dr. C Kaushik on '*Reliability and Validity Measures*'.

On 17 July 2021, Dr. Nehal Joshipura conducted the seminar on '*Bibliometric Analysis using R*'. Using hands-on approach, Dr. Nehal presented the bibliometric analysis of a topic on Rstudio with the biblioshiny package. The comparative analysis of qualitative approach of systematic literature review and quantitative approach of bibliometric analysis was delivered quite effectively.

A seminar on the topic "*Demystifying Analytics*" was conducted by Prof. Maneesh Gupta on 23rd July 2021. His objective was to unravel the world of analytics for the researchers in an uncomplicated manner. He covered few topics, like-machine learning, deep learning, Gartner's analytic continuum, business analytics, data analytics, business intelligence, and latest trends pertaining to AR-VR, Blockchain and IoT.

On 28 July, Dr. Sumana Chaudhuri conducted a research methodology seminar on – '*An Introduction to Writing Literature Review- Tasks, Tips and Traps for Aspiring Authors: Musings of a Researcher*'.

The session served four fold purposes:

- Understanding Systematic Literature Review (SLR) as an effective Literature Review method in comparison to the most common Narrative Review Method of examining available literature. Systematic Reviews provide a more rigorous, objective and transparent methodology to review existing literature. It can successfully lead to less biased evidence based conclusions.
- The tricks and techniques of approaching and targeting a journal for publication using the iterative Tasks, Tips & Traps involved in the publication process toward the high impact factor journals, have been presented step wise. The Ten Commandments of research publication that is right from choosing the topic which will yield high return to the author's scholastic investment to following the nuances of submission strategy, have been elaborately discussed.
- To exemplify the process of SLR through Systematic Review Protocol and PRISMA (Preferred Reporting Items for Systematic Reviews and Meta Analyses) Framework using her own published work as an illustrative reference.
- As theoretical constructs of the reference research article based on the cross disciplinary issues of International Business and Ethics, some economic fundamentals which impact the business profitability and stakeholder maximization have been discussed, like- Stock holder vs. Stakeholder Theory and Social Contract Theory.

The session ends with best wishes for the Faculty Members' quest towards excellence in research and a strong hope for supporting Remsons Centre for Management Research (RCMR) initiatives to build a robust research culture in the Institute.

All the internal faculty members as well the faculty members from the sister concerns and other management institutes have participated in these research seminars. These research methodology seminars were quite beneficial for the participants and the budding researchers.