

Conclave on Impactful Research Writing

Date	25/09/2021
Time:	02.00 – 05.30 pm
Venue:	Online zoom platform
Online/Offline	Online
Section:	NA
Batch:	NA
Semester:	NA
Guest/Speaker Name:	Dr.D.N.Murthy
Guest/Speaker Designation	Dean – Marketing & Research
Guest/Speaker Contact No & Email Id:	Email: dn.murthy@yahoo.co.in Mob:9972709988
Guest/Speaker Company/Institute Name:	Welingkar Institute of Management Development & Research
Faculty Coordinators Name:	Dr R.Satish Kumar
Topic:	Impactful Research Writing
Moderator (if any)	Dr R.Satish Kumar
No. of Attendees	107
Feedback:	Good
Revenue Collected: (if any)	NA
Event Recording link (if any it is Online)	https://zoom.us/rec/share/EAVyd0vVKCI6EZ8YJPTnnhpsNa9asUiLG4DMm_SwENm1dW0t3D-mVsoTUfMoUrYr.tX2Jn_Lm7o5iTKuv

1. Introduction:

It is a pre-conference conclave as part of the International Conference Digixmar which is planned to be conducted between 27 – 29th October 2021. Dr Murthy, Dean – Marketing & Research gave an insightful speech on ‘Impactful Research Writing’ followed by a panel discussion with Dr. Yamen Kouba, Dr. Hiram Ting and Prof. Rajiv Verma

2. Venue (Outside/Inside the campus): Online

3. Program Objectives:

PO1	Foster learning through accumulation of knowledge.
PO2	Apply knowledge of management theories and practices to solve business problems.
PO3	Foster analytical and critical thinking abilities for data-based decision making.
PO4	Ability to develop value based leadership.
PO5	Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.
PO6	Ability to lead self and others in the achievement of organizational goals, contributing effectively to a team environment.
PO7	Ability to adopt various tools decision making and problem solving.
PSO1	Demonstrate effective response to industry challenges by applying managerial tools and techniques for a sustainable society
PSO2	Appraise the complex specificities of Indian Business to garner global reputation
PSO3	Develop a holistic thinking solopreneur for a self-sufficient society

4. Activity Overview:

Dr Murthy’s session helped all the participants understand the research writing and publications more deeply. Panel discussion has thrown light towards high quality journal selection for research publications.

5. Guest/Speakers’ Profile:

Dr. D.N. Murthy, Professor in Marketing area, 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. With the long years of experience in industry and academia, he has been a consultant for United Nations Industrial Development Organisation (UNIDO) in implementing Business Clusters Project concept in India for machine tool SMEs. He has conducted several MDPs for leading corporates like Apple Inc, Rockwell Automation, Videocon, Emerson engineering among others. He is a regular faculty trainer in the areas of

strategic marketing. He has conducted several FDPs in top rated Universities in India and abroad. He was the Dean / Director at IFIM Business School and Kirloskar Institute of Management Studies. He has visited prestigious Universities like Ecole De Grenoble (France), University of Ohio (USA), Howard University (USA) on academic assignments. He has widely traveled to USA, Canada, Germany, France, Thailand, Srilanka, Bangladesh, Nepal and Malaysia.

6. Summary and Key Learnings of the session:

- Participants got the essentials of quality research paper writing
- Got an idea on identifying and targeting the suitable journals for publication
- Understood the opportunities for international collaboration for research publication and other avenue

7. Participant details:

Faculty from CMS Business School and other academic institutions

8. Details of Winners (if applicable): - NA

9. Details of the judges (if applicable): - NA

10.Attendance records: Online (attached separately)

Sl No.	Name
1	M.Tamilselvan
2	Anantha Subramanya Iyer K N
3	Meera K L
4	Saritha S.R.
5	Anurag Jain
6	Anchal Porwal
7	C. Selvaraj
8	Dr.Kalavathy K.S
9	Dr. Saurabh
10	Swati Basu Ghose
11	Dr. Suresh Kumar Mendem
12	Suparna Ghosal
13	Krishna Kishore S V
14	Suganya. G
15	Dr.G.S.Vijaya
16	Viresh Rushikumar Baudhanwala
17	Dr.Umasankar M



18	C Nataraju
19	Techi Sissal
20	Rajesh N
21	Hiram Ting
22	Shailika Rawat
23	Subalya S
24	Shivani Singh
25	Rekha M P
26	Ramu Nilagiri
27	Richa Pathak
28	Venkata Naga Vijay
29	Divya Kshatriya
30	Torit Banerjee
31	Aparna Rege
32	Shamma
33	J Shanti
34	Andrian Haro
35	Steffi Yap
36	Divya Prabhu P
37	Sireesha Nanduri
38	AVR Mahadev
39	M Govindaraj
40	Joseph D G
41	Dinesh.N
42	Dr.R.Satish Kumar
43	Harshitha
44	G Lakshmi Venkata Rohith
45	Suchitra Deviprasad
46	Eshwari B
47	Zohaib Hassan Sain
48	Suman
49	Vishal Soodan
50	Billa V V Siva Rama Kousic
51	Sharat Kumar
52	Dr Anitha Nallasivam
53	Shivani Modani
54	Arpan Bakliwal
55	Matta Srinivas
56	Vuppalapati Vijaya Venkat
57	Lakshmi Jayan
58	Vanshika Tulsian
59	Shilpa Pradeep
60	Kaup Mohamed
61	Aarthy C
62	Katherine Albert



63	Muhammad Ashoer
64	Fauzia Agustini
65	Rahul Gupta
66	Hemalatha Ramakrishnan
67	Bhim Bahadur Pun
68	Anoop Gurunathan A
69	Shaik. Aslam basha
70	Shela
71	Chaya
72	Liew Siew Ling
73	Gouri Shankar
74	Tejaswini
75	Aishwarya Nagarathinam
76	Bikash Ranjan Debata
77	Mukund V Koushik
78	S. Prithivirajan
79	Sunandha R
80	Seema Hariramani
81	J Vijayalakshmi
82	Suraj Shah
83	Sreevidhya K
84	Sunidhi Das
85	M .Masila
86	Rajath
87	Darisha Siva Krishna Guna Sai
88	Aravind unnikrishnan
89	Trupti Dandekar Humnekar
90	Vishal Shukla
91	Sree Kumar
92	Giri krishna
93	Jija Rakte
94	Krishanu Mukherjee
95	liew sien leong
96	Vishakha Singh
97	Narayanasrikanth reddy
98	Neha S Kumar
99	Nikki Niharika
100	Krishna Koppa
101	Rajeev Verma
102	Ramanaiah gownipalli
103	Varuni Avinash
104	sreeja
105	Subhasis Ghosh
106	Sudarshan S V
107	Sweta Anand

11. Participants' Feedback, Feedback Analysis and Attainment Calculation: yes, attached.

Feedback Analysis:

	Wt Score4	5	4	3	2	1				
Questions to Map Pos	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Wt. Score	Max score	%age
Session helped to acquire a knowledge on contemporary practices	PO1 PO2 PSO1	27	23	27	30	0	107	368	535	69%
Session helped to carry forward the learnings t the class room	PO2 PO3 PO6 PSO2	29	30	25	23	0	107	386	535	72%
Session helped me to accumulate knowledge	PO3 PO4 PO5 PSO1PSO2	29	19	35	24	0	107	374	535	70%

Attainment Calculation:

POs	Q1	Q2	Q3	Captured By	Total Attainment Score	Level Achieved
PO1	69%			Q1	69%	2
PO2	69%	72%		Q1 Q2	70%	3
PO3		72%	70%	Q2 Q3	71%	3
PO4			70%	Q3	70%	2
PO5			70%	Q3	70%	2
PO6		72%		Q2	72%	3
PO7						
PSO1	69%		70%	Q1 Q3	69%	2
PSO2		72%	70%	Q2 Q3	71%	3
PSO3						

12. Proposals for the Event/Programme:

Proposals for the Event

To,

The Directors for kind approval to conduct Pre-Conference Conclave 1.

Sub: Conduct Pre-Conference Conclave 1

The launch event of Pre-Conference Conclave 1 is proposed to be held on 25-09-2021 at 02.00 pm. Dr D.N.Murthy, Dean – Marketing & Research, Welinkar Institute of Management Development is proposed to be the Chief guest for the event along with other dignitaries from the industry and academia.

Respectable Director, your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards

Faculty Coordinator

Dean
Approval Authority
Signature

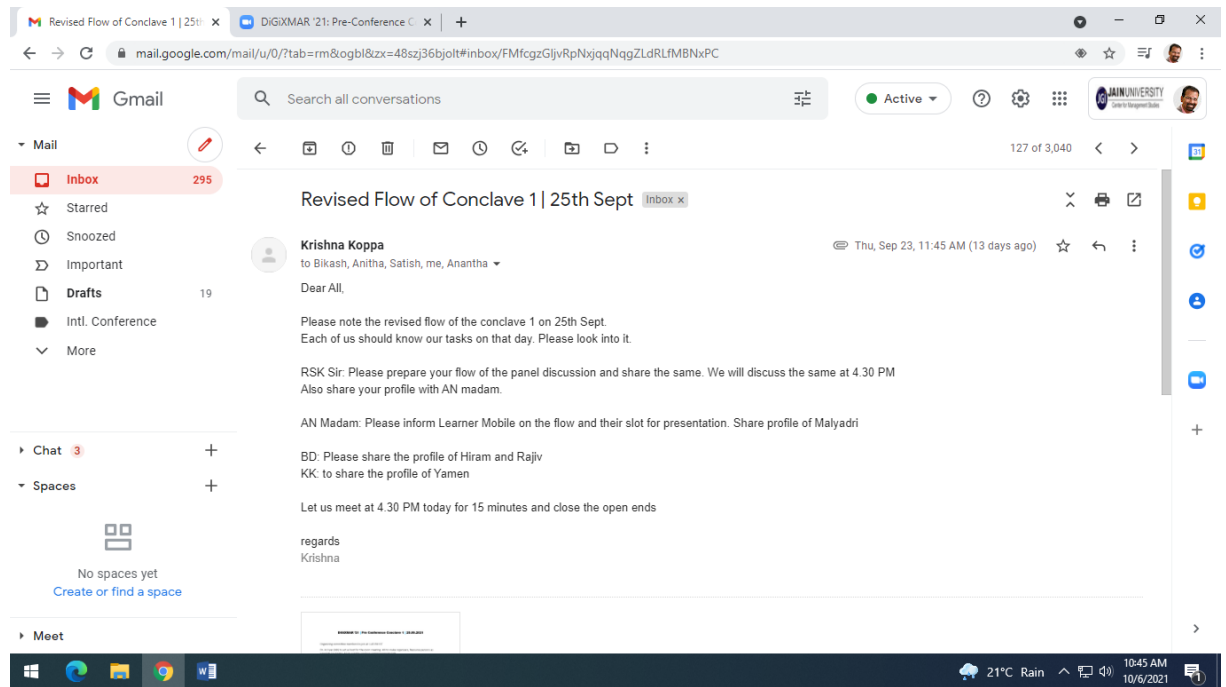
Director
Approval Authority
Signature

13.Minutes of Meetings:

Meeting Title	Digixmar – Pre-Conference Conclave Meet	
Date of Meeting	23/05/2021	
Meeting Venue	CMS Business School	
Meeting Agenda	To discuss about conducting the pre-conference conclave	
In Attendance	Name	Title/ Department/ Organization
	Prof Krishna Koppa	Associate Professor / Marketing / CMSBS
	Dr R.Satish Kumar	Professor / Marketing / CMSBS
	Dr M.Govindaraj	Asst. Professor / Marketing / CMSBS
	Dr Anantha Subranamya Iyer	Asst. Professor / Marketing / CMSBS
	Dr Bikash Debata	Associate Professor / Marketing / CMSBS
	Dr Ainth Nallasivam	CMSBS Professor / Marketing / CMSBS
1.	Discussed on the successful conduct of the pre-conference conclave on 25 th Sep. 2021	
2.	Discussed on the speakers for the conclave	
3.	Discussed the role to be played by the team members	
4.	Discussed on the reach of the communication to all other colleagues	
5.	Discussed on the reach of the communication to all other institutions	
Action Plans if Any (also mention ‘First Person Responsible (FPR)’		
1.	First person responsible for coordinating the overall program	
2.	Second person nominated as moderator	
3.	All team members to put maximum efforts to conduct this conclave successfully	

14.Budget: - attached separately

15. Trailing Emails/communications:



Revised Flow of Conclave 1 | 25th Sept Inbox x

Krishna Koppa
 to Bikash, Anitha, Satish, me, Anantha

Dear All,
 Please note the revised flow of the conclave 1 on 25th Sept.
 Each of us should know our tasks on that day. Please look into it.

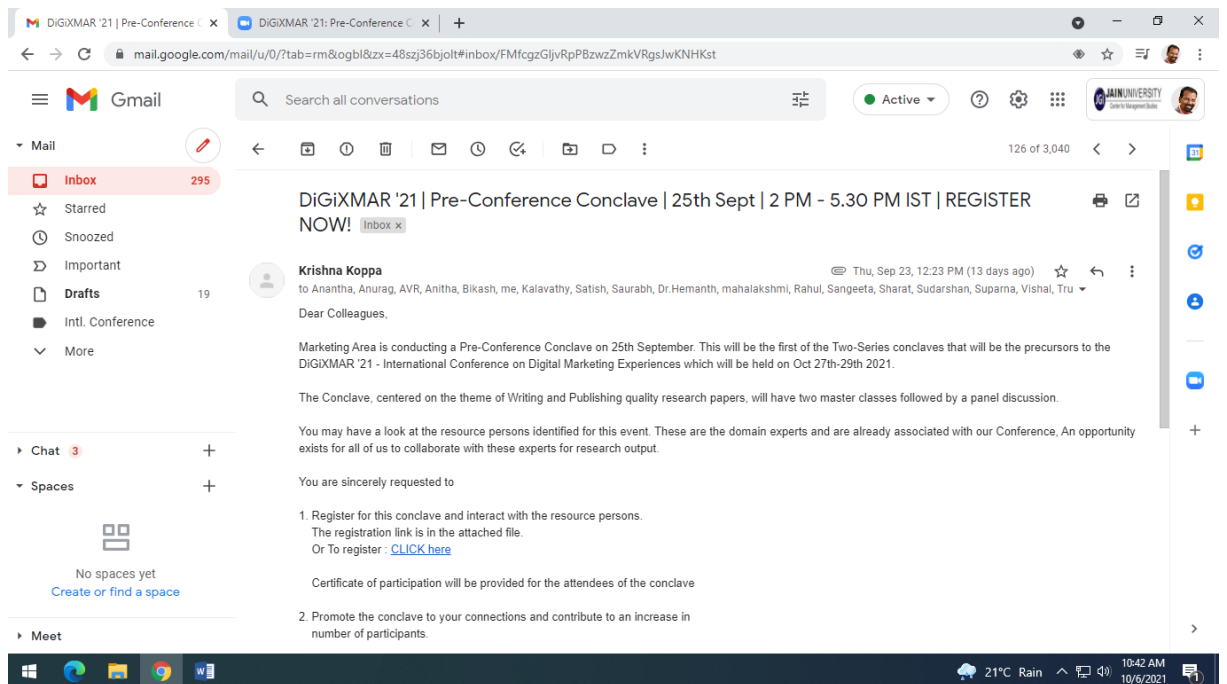
RSK Sir: Please prepare your flow of the panel discussion and share the same. We will discuss the same at 4:30 PM
 Also share your profile with AN madam.

AN Madam: Please inform Learner Mobile on the flow and their slot for presentation. Share profile of Malyadri

BD: Please share the profile of Hiram and Rajiv
 KK: to share the profile of Yamen

Let us meet at 4:30 PM today for 15 minutes and close the open ends

regards
 Krishna



DiGiXMAR '21 | Pre-Conference Conclave | 25th Sept | 2 PM - 5.30 PM IST | REGISTER NOW! Inbox x

Krishna Koppa
 to Anantha, Anurag, AVR, Anitha, Bikash, me, Kalavathy, Satish, Saurabh, Dr.Hemanth, mahalakshmi, Rahul, Sangeeta, Sharat, Sudarshan, Suparna, Vishal, Tru

Dear Colleagues,
 Marketing Area is conducting a Pre-Conference Conclave on 25th September. This will be the first of the Two-Series conclaves that will be the precursors to the DiGiXMAR '21 - International Conference on Digital Marketing Experiences which will be held on Oct 27th-29th 2021.

The Conclave, centered on the theme of Writing and Publishing quality research papers, will have two master classes followed by a panel discussion.

You may have a look at the resource persons identified for this event. These are the domain experts and are already associated with our Conference, An opportunity exists for all of us to collaborate with these experts for research output.

You are sincerely requested to

- Register for this conclave and interact with the resource persons.
 The registration link is in the attached file.
 Or To register: [CLICK here](#)
- Certificate of participation will be provided for the attendees of the conclave
- Promote the conclave to your connections and contribute to an increase in number of participants.

16. Any other related details: -

17. Pictures for the Event: (kindly mention photo captions below all the photographs)



Fig 1: DR Murthy addressing the Live Event: Pre-Conference Conclave; Date: 25.09.2021



Fig 2: Dr.R.Satish Kumar moderates the session; Date: 25.09.2021



Fig 3: Dr Hiram Ting as part of the panel discussion; Date: 25.09.2021

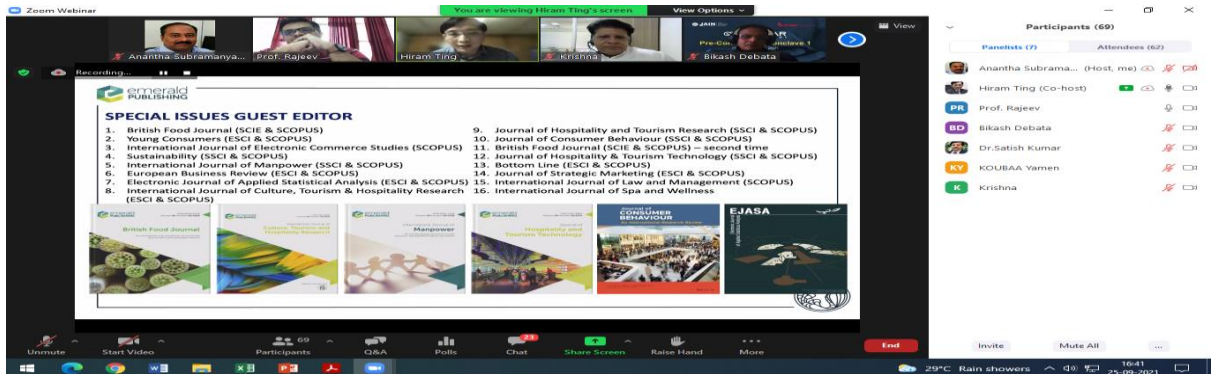


Fig 4: Prof Rajiv Verma's presentation during the panel discussion; Date: 25.09.2021



Fig 5 Dr Yamen Koubaa as part of the panel discussion; Date: 25.09.2021

18. Brochure (if any):

The brochure is for "Pre-Conference Conclave 1" organized by DIGIXMAR. It features the following details:

- Date:** 25th September 2021, Saturday | **Time:** 02:00 PM - 05:30 PM (GMT+5:30)
- Master Class - 1:** 02:00 PM - 03:00 PM (IST) - Impactful Research Writing
- Master Class - 2:** 03:15 PM - 04:15 PM (IST) - Selection, Preparation & Publication in Impactful Research Journals
- Panel Discussion:** 04:30 PM - 05:30 PM (IST) - Means of Effective Publication through International Collaboration
- Speakers:**
 - Dr. D N Murthy:** Dean - Marketing & Research, Welingkar Institute of Management Development & Research, Bangalore, India
 - Dr. P Malyadri:** ICSSR Senior Fellow, Research Advisor in Management & Commerce, Hyderabad, India
 - Dr. Hiram Ting:** Associate Professor, UCSI University, Malaysia, Emerald Board Ambassador, East Asia
 - Prof. Rajeev Verma:** Associate Editor, International Journal of Business Competition and Growth, Indraprastha Publishers
 - Dr. Yamen Koubaa:** Academic Director of Bachelor Programs, EM Normandie Business School, Caen, France
 - Dr. R Satish Kumar (Moderator):** Professor-Marketing, CMS Business School, JAIN (Deemed-to-be University), Bangalore, India
- Conclave Outcomes:**
 - Analyzing the essentials of quality research paper writing
 - Identifying and targeting the suitable journals for publication
 - Identify and utilize the opportunities for international collaboration for research publication and other avenues
- Who Should Participate?:** Conference Participants, Research Scholars, Faculty Members and Research Aspirants
- Free Registration:** <https://forms.gle/Y7JmkhWYp855dcd9>
- Platforms:** ZOOM
- Meeting ID:** 944 2292 8176
- Contact:** dgpmar@cms.ac.in | bechof.com.ac.in