

# Publish and Flourish: Moving Ahead in your Academic Career

**21st December 2019 | CMS Business School**



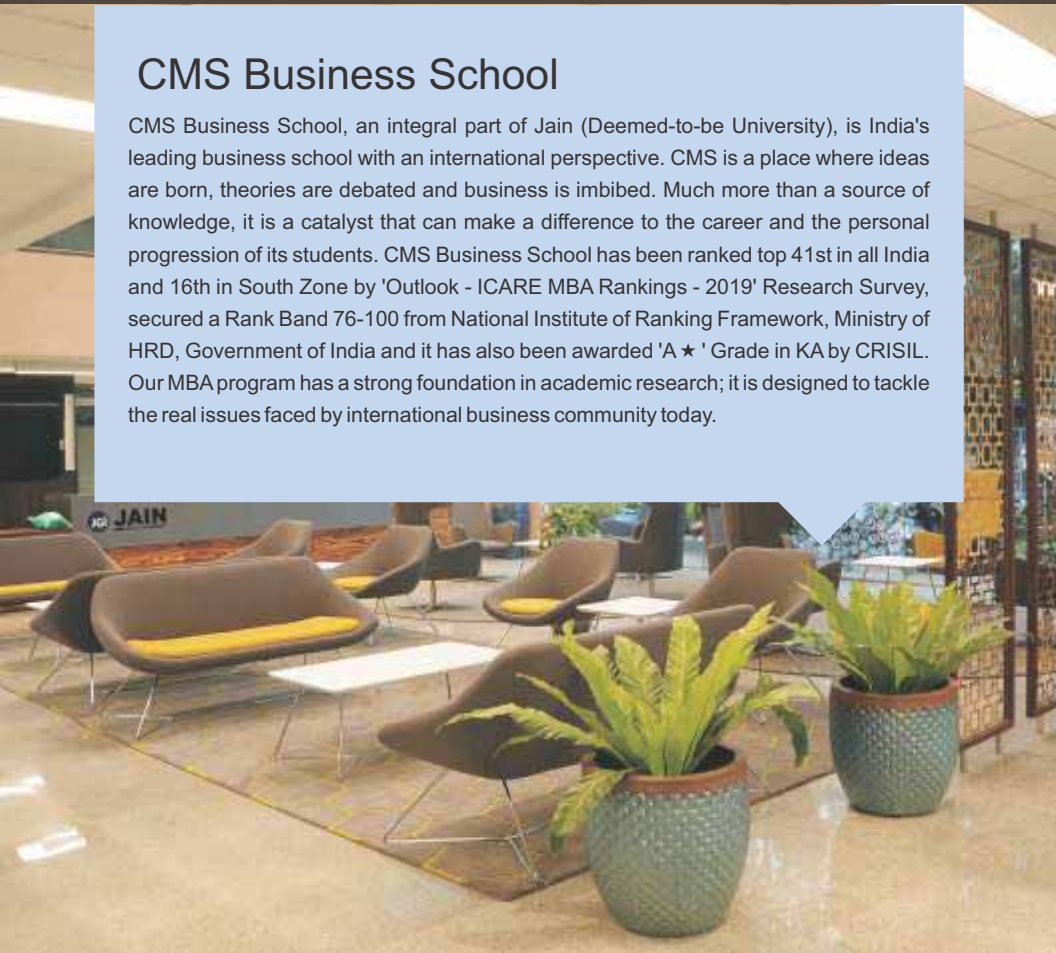
CMS BUSINESS  
SCHOOL

# Jain (Deemed-to-be University)

Jain University is a Deemed-to-be University u/s 3 of the UGC Act, 1956. JAIN (Deemed-to-be University) is a comprehensive and student-focused university that works towards excellence in quality education, research and entrepreneurial development. Jain (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Jain has also been ranked 5th among the top private universities in India by India Today survey. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru.

## CMS Business School

CMS Business School, an integral part of Jain (Deemed-to-be University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of its students. CMS Business School has been ranked top 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Research Survey, secured a Rank Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A ★ ' Grade in KA by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues faced by international business community today.



# Theme

The phrase "Publish or Perish" initially coined by Coolidge in 1932 in a non-academic context is now becoming a harsh reality in academic fraternity. Academic institutions frequently use the number of publications to Faculty's credit as the measure of competency. Administrators are increasingly using this as the criteria during recruitments/performance appraisals. Faculty members' responsibility is no longer limited to teaching, but he/she is mandated to Publish Research, Training and Consultancy. The Regulatory agencies advocate that both Quality of the academic institutions and individual faculty research depends on the number of Publications in ABCD/Scopus Indexed journals. The concept of "Publish-or-Perish" forces the faculty to adopt unethical practices in pursuing their research. Therefore, research and publications requires mentoring and guidance to guide aspirant and early career academicians in visualizing their pathways. The positive note is that among the AICTE approved Institutions, the number of publications published by faculties have increased from 33,860 to 51,283 in National Journals and 42,705 to 68,124 in International Journals during 2014-15 to 2018-19. Renowned institutions are luring faculty members with good incentives provided the academics publish their articles in reputed journals. So, "Publish and Flourish" is a positive step ahead which drives motivation within academics to actively pursue research to shape their career path in academia.

This Faculty Development Program aims to specifically motivate academicians and aspiring researchers into developing the right mindset for undertaking research, to start writing abstract of an article, complete the full paper by developing collaborations, and finally to publish the research outcome in a reputed journal that enables to reap the benefits for self and their institutions.

## Objectives:

1. To motivate research interest amongst participants
2. To help the participants understand the research process
3. To engage the participants in identifying a good research article which satisfies all the criteria using library resources
4. To prepare the participants to write the abstract of a research article with a given theme
5. To guide the researcher to collaborate with professors from other prestigious institutions
6. To encourage participants to submit a draft research article on a given theme to start their research journey

## Course Pedagogy:

1. Panel Discussion
2. Lab Sessions /Library Sessions
3. Interactive Lectures
4. Team Activities

## Learning Outcomes of the FDP:

1. Guide the participants to write a draft research article
2. Publish the research as working papers from in collaboration with In-house faculty and other academicians

## Participant Profile

Research Scholars, Academicians and Executives from Industry interested in Research

## Date & Duration

21st December 2019, One Day Program



**Dr. K S Srinivasa Rao**

Dr. K S Srinivas Rao (M.Sc., M. Phil., Ph.D. in Statistics from Andhra University-Visakhapatnam) is a Professor at CMS Business School, Jain (Deemed to-be) University, Bangalore. He specializes in Statistical Quality Control & Operations Research and Econometrics. As a Faculty, Dr. Rao taught courses like Business Statistics, Research Methodology, Operations Research, Management Information Systems, Decision Support Systems, Marketing Research and Industrial Analytics. Dr. Rao has taught courses for Regular as well as Executive Education Programs in top B-Schools in India for more than 25 years.

Dr. Rao has acquired elaborate training skills from Indian Statistical Institute (ISI), Kolkata on Statistical Methods, from Indian Institute of Management (IIM) – Ahmedabad on Decision Support Systems and also on Case Study Analysis, from IIM-Kozhikode on Management Case Study Analysis. He has a certification of Training on Data Analytics from MSME Development Institute, Chennai. As a Trainer, Dr. Srinivasa Rao has conducted several Management Development Programs (MDP's) and Faculty Development Programs (FDP's) in the areas of Research Methodology, Operational Research using Technology, Management of Adolescence Issues for Teachers, Principals, HODs, and Directors. He has conducted training programs in 'Personality Development' for CEO's, Executives, and Staff in Corporate Hospitals with a focus on IQ-EQ-SQ-LQ. He has trained executives in Hewlett Packard (HP) on "7 QC and Advance 7 QC Techniques" and also trained Engineering Trainees in Business Statistics and Research Methods. Dr. Rao has also trained IT/ITES Engineers in "Statistics as Basics for Analytics". As a Researcher, Dr. Rao has attended several conferences, published in National and International Journals, and presented papers both at National and International level. His areas of interest are in Banking Sector Analysis, and Issues and Challenges in B-Schools.

## Facilitators



**Dr. Harold Andrew Patrick**

He is an Industrial / Organizational Psychologist with over 29 years of Postgraduate teaching, corporate training and research experience. Presently Professor and Dean, Formerly Dean - Academics, CMS Business School, JAIN (Deemed-to-be University). Former Senior Manager – Leadership and Organization Development, Infosys Leadership Institute, Infosys Limited. Professor and Head - Organizational Behaviour and Human Resource Management area, Institute of Management, Christ (Deemed-to-be University) for over two decades. He has published extensively with over 60 articles in refereed and peer-reviewed national and international journals with an h-index of 10 and i10-index 10. He has won more than a dozen best paper awards at International conferences. He is an expert trainer for corporates and facilitates individual training modules for HAL, ABB, GMR, BPCL, HP, Infosys. He has trained managers on Personal effectiveness, interpersonal effectiveness, leadership, team building, mentoring, conflict management, motivation and commitment, communication skills, Effective presentation skills, Self-awareness, and other tailor made modules for both corporate clients and academic institutions. His interest lies in Human Behaviour and its application at the work place and has trained extensively in these areas with working managers, faculty members, industry and educational leaders. He is also the elected member of the Society for Industrial and Organizational Psychology (SIOP), USA.

## Fee (per participant)

Faculty from Academic Institutions  
: Rs.1500/- + 18% GST = Rs.1770/-

Research Scholars: Rs.750/- + GST 18% = Rs.885/-

Executives from Industry:  
Rs.2000/- + GST 18% = Rs.2360/-

## Payment Procedure

Registration fee must be paid by Demand Draft/  
NEFT in favour of "Jain University",  
payable at Bengaluru.

### Online Transfer / Bank Transfer

Bank Name : Karur Vysya Bank  
Branch : Jayanagar, Bengaluru  
Account Name : Jain University  
Account Number : 1315155000038088  
IFSC Code : KVBL0001315

## Venue

**CMS Business School, Jain** (Deemed-to-be University)

No.17, Sheshadri Road, Gandhi Nagar, Bengaluru – 560 009, Ph +91 80 4684 0400

## Schedule

09:30 AM - 09:45 AM	Session 1: Panel Discussion on 'Publish and Flourish'
09:45 AM - 11:00 AM	Session 2: Introduction to Research Process
11:00 AM - 11:15 AM	Tea Break
11:15 AM - 12:30 PM	Session 3: Library Task – Review of literature and writing an abstract
12:30 PM - 01:15 PM	Lunch Break
01:15 PM - 02:30 PM	Session 4: Vital aspect of Research Methodology – Scale Development
02:30 PM - 02:45 PM	Tea Break
02:45 PM - 04:00 PM	Session 5: Guidance on writing a full paper and publishing in reputed Journals
04:00 PM - 04:30 PM	Q & A Session
04:30 PM - 05:00 PM	Feedback and Certificate Distribution

## Management Development Program Cell

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