

School of Management Studies

**5-Day (HYBRID MODE)
Faculty Development Program**

On

"Next-Gen Research Skills: Writing, Analysis, and Publishing in the Digital Era"

14th July – 18th July 2022

**4 QUALITY
EDUCATION**



**NAAC
GRADE A+**
ACCREDITED UNIVERSITY



**REVA
UNIVERSITY**
Bengaluru, India

School of Management Studies

5-Day Faculty Development Program on

**Next-Gen Research Skills: Writing, Analysis, and Publishing in the Digital Era
July 14 - 18, 2025**

Resource Persons



Dr. Manish Kumar Srivastava
Professor of Marketing at School of
Business and Management, Christ
(Deemed to be University), Bangalore



Dr. Dhaval Maheta
Professor, Department of Business and
Industrial Management, Veer Narmad
South Gujarat University, Surat.



Dr. Raja Sankaran
Associate Professor
Sri Satya Sai Institute of Higher
Learning (SSSIHL), Bengaluru

Registration Amount

Faculty: Rs.1100/- | Industry professionals: Rs.1500/- | Research Scholars : Rs.800/-
Inhouse Faculty/Research Scholars: Rs.700/-

Step 1: Registration Details and Process | Registration by paying the amount applicable

Payment Link.

<https://www.reva.edu.in/payment>

Register through the link by sending payment receipt to this form

<https://forms.gle/aGYZgBEwhejL8Vug9>

Last date of registration: 10th July 2025

Convener

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Director, School of Management Studies

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HOD, School of Management Studies

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Introduction

The five-day Faculty Development Programme (FDP) titled “Next-Gen Research Skills: Writing, Analysis, and Publishing in the Digital Era” was organized by the School of Management Studies, REVA University, with the aim of enhancing the research competencies of faculty members and research scholars in today’s dynamic and digitally driven academic environment. Held in hybrid mode, the FDP attracted participants from across India, creating a diverse and intellectually vibrant learning space. The programme focused on equipping participants with advanced tools, techniques, and ethical standards in academic research and publishing. It also emphasized aligning academic inquiry with global sustainability and inclusive development agendas, especially in the context of the United Nations Sustainable Development Goals (SDGs).

Eminent resource persons delivered expert sessions throughout the programme. These included:

Dr. Dhaval Maheta, Professor, Department of Business and Industrial Management, Veer Narmad South Gujarat University, Surat

Dr. Manish Kumar Srivastava, Professor of Marketing, School of Business and Management, Christ (Deemed to be University), Bangalore

Dr. Raja Sankaran (PhD, IIM-Ranchi), Associate Professor, Sri Satya Sai Institute of Higher Learning (SSSIHL), Bengaluru

Their sessions provided deep insights into research writing, digital publishing platforms, plagiarism management, and AI-enhanced research analysis tools, making the FDP a well-rounded and impactful initiative.

Day 1 – July 14, 2025



The banner features the NAAC Grade A+ Accredited University logo and the REVA University logo at the top. The central text reads: "School of Management Studies Organises 5-Day Faculty Development Program on Next-Gen Research Skills: Writing, Analysis, and Publishing in the Digital Era (Hybrid Mode)". Below this, a photo of Dr. Manish Kumar Srivastava is shown next to his name and title: "Dr. Manish Kumar Srivastava, Professor of Marketing at School of Business and Management, Christ (Deemed to be University), Bangalore". At the bottom left, a calendar icon indicates the dates "July 14-18, 2025". At the bottom right, the website "www.reva.edu.in" is listed.

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The FDP commenced with an inaugural session at 10:30 AM, setting the tone for an intellectually stimulating program. Dr. Manish Kumar, Professor of Marketing at Christ (Deemed to be University), Bangalore, delivered two insightful sessions. The first session, “Crafting and Publishing Research”, offered participants a deep understanding of the essentials of research publication, including journal selection, manuscript preparation, and ethical considerations. The second session focused on “Forest-Level Planning (Pre/Post-Writing)”, emphasizing strategic planning before and after manuscript development. Both sessions laid a strong foundation for academic writing by integrating theoretical knowledge with practical strategies. The interactive discussions and Q&A sessions fostered meaningful engagement among participants attending in hybrid mode from across India.

Day 2 – July 15, 2025



The poster features the NAAC Grade A+ logo and the REVA University logo at the top. The central text reads: "School of Management Studies Organises 5-Day Faculty Development Program on Next-Gen Research Skills: Writing, Analysis, and Publishing in the Digital Era (Hybrid Mode)". Below this is a portrait of Dr. Dhaval Maheta, identified as a Professor at Veer Narmad South Gujarat University, Surat. The dates "July 14-18, 2025" and the website "www.reva.edu.in" are at the bottom.

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04
QUALITY
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School of Management Studies
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**Dr. Dhaval Maheta**
Professor, Department of Business and Industrial Management,
Veer Narmad South Gujarat University, Surat.

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The second day featured Dr. Dhaval Maheta, Professor at Veer Narmad South Gujarat University, Surat, who led a specialized session on “PLS SEM: Moderation and Mediation”. Participants were introduced to the concepts and applications of Partial Least Squares Structural Equation Modeling (PLS-SEM), particularly focusing on moderation and mediation effects. The session balanced theory and software demonstration, offering practical insights into real-time data modeling. Faculty and researchers from management and allied disciplines found this especially relevant for empirical studies. The hybrid format allowed both in-person and online attendees to participate in real-time exercises and discussions. The session proved invaluable for those aiming to publish in high-quality journals with robust statistical analyses.

Day 3 – July 16, 2025

Continuing from the previous day, Dr. Dhaval Maheta returned to deliver Session 4, focusing on “PLS SEM – Moderation and Mediation” and the integration of AI tools in Research Writing. This day offered a hands-on approach to understanding advanced statistical analysis using SmartPLS and related tools, while the second half of the session introduced AI-powered platforms that assist in literature review, grammar refinement, citation tracking, and journal selection. The session highlighted the emerging role of artificial intelligence in enhancing research efficiency and quality. It sparked active discussion on ethics in AI usage and the evolving role of researchers in the digital age. Participants expressed high engagement and interest in incorporating these tools into their research workflow.

Day 4 – July 17, 2025

On the fourth day, Dr. Manish Kumar conducted two intellectually engaging sessions. The first, “Bibliometric Literature Review with R Software and VOS Viewer”, introduced tools for visualizing citation networks and conducting bibliometric analysis. Participants explored R-based coding and software integration for literature mapping, especially useful for Ph.D. scholars and early-career researchers. The second session, “Qualitative Research: Thematic Analysis and TISM Modelling”, shifted the focus toward qualitative data interpretation and modeling using TISM (Total Interpretive Structural Modeling). Participants learned structured methods to extract, code, and model qualitative insights from interview transcripts or field data. These sessions expanded participants’ perspectives on mixed-methods research, giving them tools to strengthen qualitative rigor in academic work.

Day 5 – July 18, 2025



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**Dr. Raja Sankaran**
Associate Professor
Sri Satya Sai Institute of Higher Learning (SSSIHL), Bengaluru

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The final day of the FDP was led by Dr. Raja Sankaran, Associate Professor at Sri Satya Sai Institute of Higher Learning, Bengaluru. In the morning session on “Managing References and Citations with Mendeley”, participants were guided through citation organization, collaborative sharing, and integration with MS Word for automated referencing. The hands-on training helped streamline participants' research writing processes. The second session, “Selecting the Most Appropriate Journal for Publishing Your Research Paper”, offered strategies for assessing journal scope, impact factor, indexing status, and editorial standards. The FDP concluded with a valedictory session at 3:30 PM, where participants shared their feedback and reflections. Certificates were distributed, and the FDP was appreciated for its relevance, delivery, and expert facilitation.

Outcomes of the FDP

The Faculty Development Programme successfully achieved its objective of equipping faculty members and research scholars with advanced research skills aligned with contemporary academic standards and digital advancements. Over five days, participants engaged in a comprehensive learning experience that integrated theoretical insights, practical demonstrations, and ethical considerations in research writing and publishing.

Key outcomes include:

1. Participants gained in-depth knowledge of modern research methodologies, including PLS-SEM, thematic analysis, bibliometric reviews, and AI-powered tools, enabling them to elevate the quality and rigor of their research outputs.
2. Hands-on training in tools like Mendeley, R software, SmartPLS, and VOS Viewer empowered participants to efficiently manage references, visualize literature networks, and conduct complex data analysis.
3. The FDP emphasized integrating research efforts with the United Nations Sustainable Development Goals (SDGs), particularly SDG 4 – Quality Education, fostering socially responsible and impact-driven research.
4. The hybrid mode of delivery facilitated participation from scholars and faculty across India, leading to the initiation of collaborative research ideas and inter-institutional connections.
5. Participants appreciated the relevance, clarity, and practicality of the sessions. The FDP received overwhelmingly positive feedback in terms of content delivery, resource person expertise, and usefulness in academic practice.
6. Attendees left with practical checklists and strategies for journal selection, research planning, publishing ethics, and use of digital platforms, enabling them to immediately apply the knowledge to ongoing or upcoming research work.

Glimpses of the FDP



