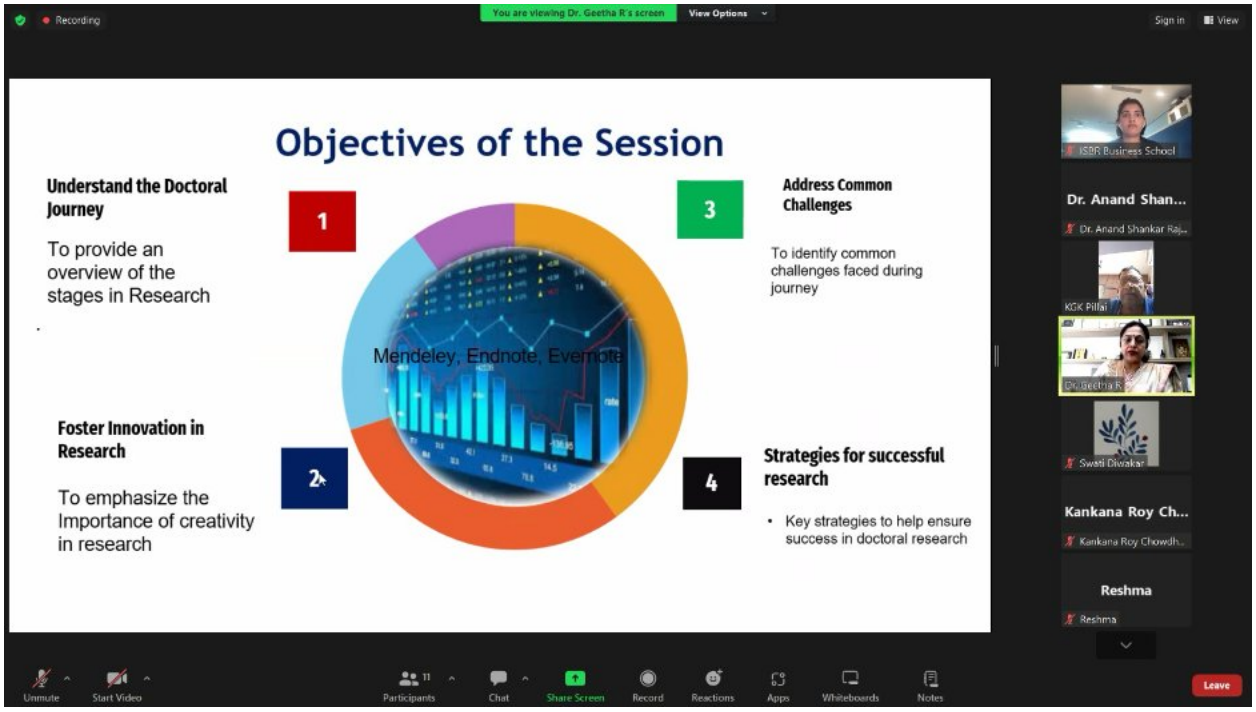
Report
ORIENTATION Series
Fellow Program in Management (FPM)
2024 Batch

Session 1: Navigating the doctoral journey: Key strategies for successful research and innovation

The session held on 14 September 2024, from 10:00 AM to 11:30 AM, was conducted by Dr. Geetha R, Principal of SSMRV College, Bengaluru. The session offered valuable insights into the essential strategies for navigating the doctoral journey, covering everything from defining a clear research question to prioritizing well-being during the research process.



<u>Key points covered:</u>

1. Research title:

A strong title should be clear, concise, and descriptive. It must also establish the functional relationships between variables, outlining the research context while being tailored to the audience. Good titles are crucial as they generate reader interest. Examples given included:

a. Talent management and organizational success

b. The Interplay of Social Media Addiction, Self-Esteem, and Life Satisfaction Among University Students

2. Problem identification and statement:

Dr. Geetha emphasized the importance of identifying the origin of a problem and linking it with previous research. A well-defined research problem should support hypothesis formulation and provide grounds for analysis, while incorporating the following:

a. Centrality
b. Gap Identification
c. Raising new questions or continuing previously developed concepts.

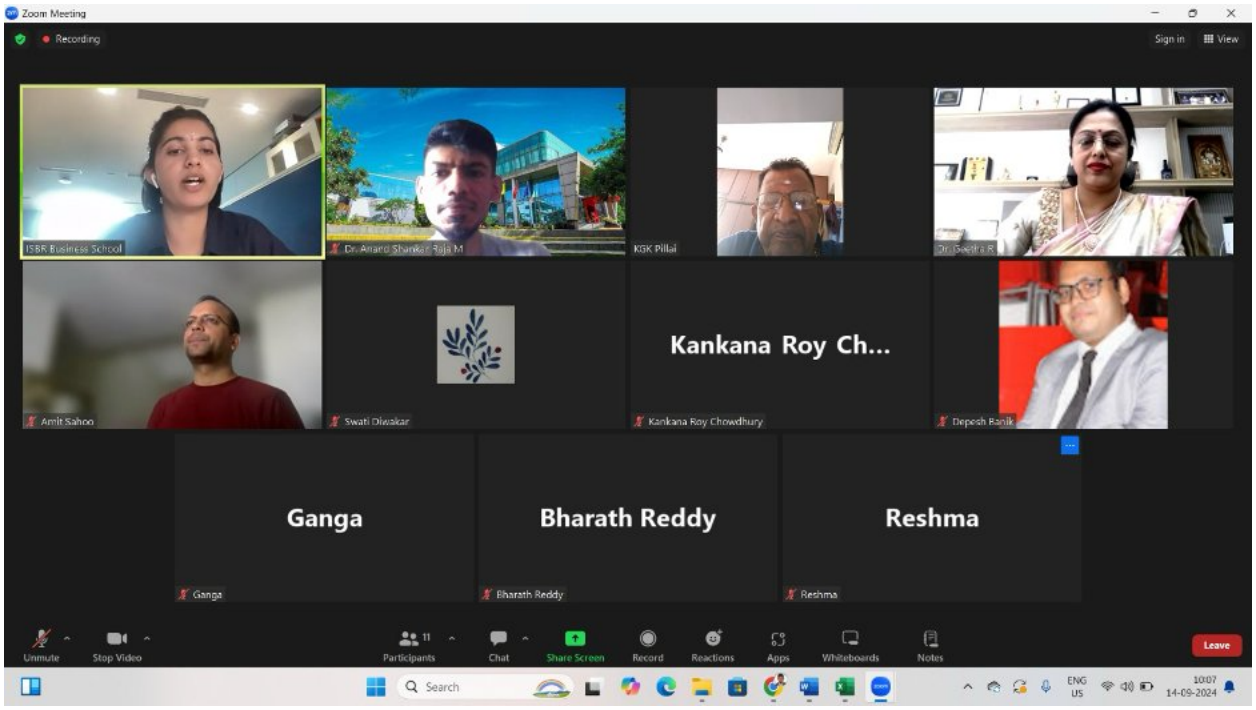
3. Literature review:

The six steps for an effective literature review include:

a. Select a Topic
b. Search Literature using academic databases such as Google Scholar, SCOPUS, and Web of Science.
c. Develop the Argument by identifying trends, patterns, and gaps in existing research.
d. Survey and Structure the review based on chronology, themes, or methodologies.
e. Critique the Literature by evaluating evidence and developing an argument.
f. Write the Review using frameworks such as a literature review matrix.

4. Data sources:

Dr. Geetha distinguished between primary, secondary, and tertiary data sources. Primary sources consist of raw data like interviews and journal articles, while secondary sources interpret primary data, such as journal reviews. Tertiary sources compile data from secondary sources, e.g., bibliographies and indexes.



5. Research methodology:

The session outlined the significance of choosing the right research design (descriptive, exploratory, etc.), sampling plan, and data collection methods. Statistical tools like regression analysis, T-tests, and software like SPSS, R, and Python were highlighted for data analysis.

6. Reference management:

Tools like Mendeley, EndNote, and Zotero were recommended for managing citations and references. Dr. Geetha also discussed AI-powered tools like QuillBot for grammar and plagiarism checks.

7. Challenges in doctoral research:

Common challenges include isolation, imposter syndrome, time management, funding issues, and publication pressure. Dr. Geetha suggested strategies such as maintaining regular communication with advisors, networking with peers, and organizing research meticulously.

8. Ten key strategies for success:

Dr. Geetha emphasized the following strategies for a successful doctoral journey:

a. Define a clear research question.
b. Develop a solid proposal and conduct a thorough literature review
c. Create a detailed research plan and choose the right methodology
d. Communicate regularly with advisors and stay organized
e. Manage time effectively, engage with the academic community, and prioritize well-being.

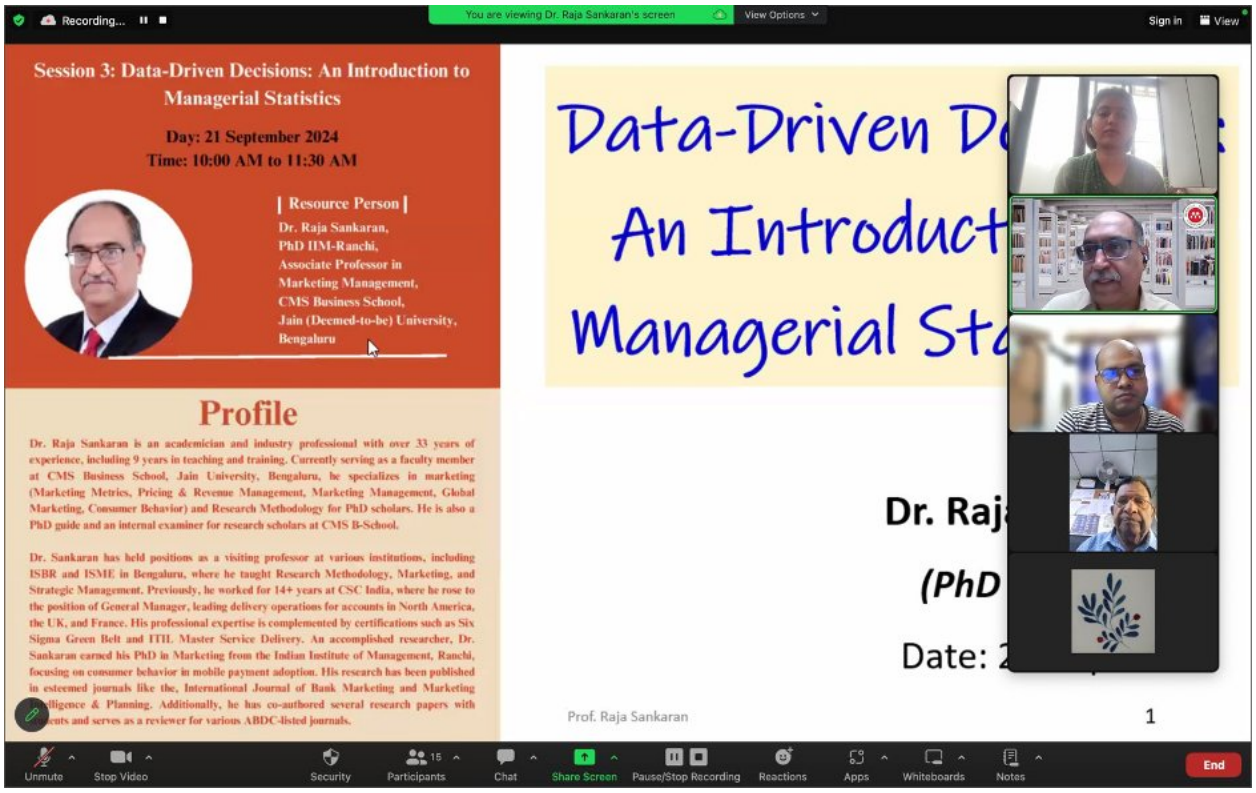
Conclusion:

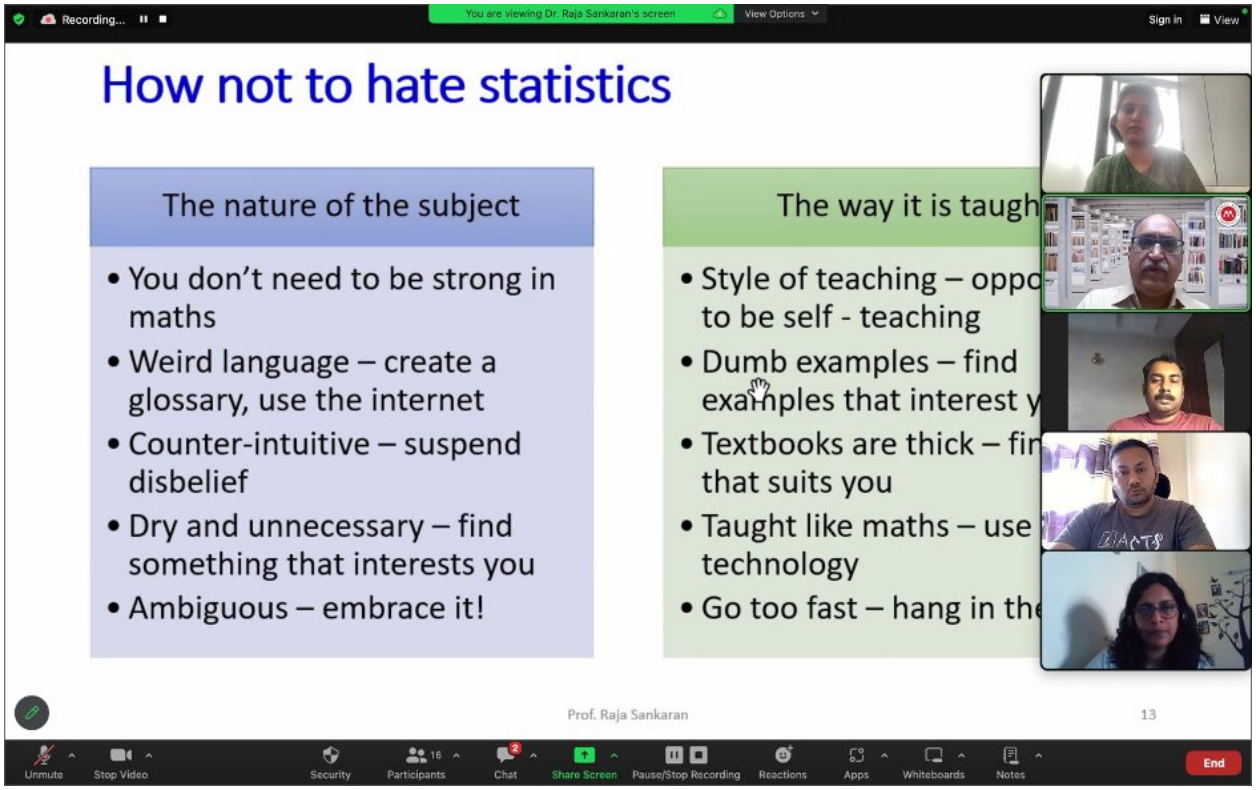
The session provided a comprehensive overview of essential strategies for successfully conducting doctoral research. By staying organized, managing time effectively, and utilizing the right tools, researchers can enhance their productivity and ensure a successful outcome.
Dr. Geetha's presentation emphasized the importance of planning, continuous learning, and the application of contemporary research tools to navigate the complexities of a doctoral journey.

Link for the recording:
https://drive.google.com/file/d/1cDxNCoOIppmGDcuVOy3SngEbclbVrClw/view?usp=sharing

Session 2: Data-Driven Decisions - An Introduction to Managerial Statistics

Date: 21 September 2024
Time: 10:00 AM to 11:30 AM
Resource Person: Dr. Raja Sankaran, Associate Professor in Marketing Management, CMS Business School, Jain University, Bengaluru
Participants: A total of 16 scholars joined the meeting.





Overview:

Session 2 of our Orientation Series for the Fellow Program in Management 2024 batch was held successfully on 21 September 2024. The session focused on "Data-Driven Decisions: An Introduction to Managerial Statistics," a crucial subject for scholars embarking on research and managerial roles.

Key Highlights:

Introduction to Statistics:

a. Dr. Sankaran began by emphasizing the importance of statistics in managerial decision-making.
b. Topics covered included data collection, classification, tabulation, frequency distribution, and creating charts using Excel.
c. He highlighted how statistics help in organizing and interpreting data effectively.

Measures of central tendency and sispersion:

a. The session delved into statistical averages like arithmetic mean, median, and mode.

b. Measures of dispersion such as range, quartile deviations, mean deviation, and standard deviation were explained.
c. Practical examples were demonstrated using Excel to compute these measures.

Correlation and Regression:

a. The concepts of correlation and regression were introduced to understand relationships between variables.
b. Different types of correlation (positive, negative, zero) and methods to measure them (scatter diagrams, Pearson's correlation coefficient, Spearman's rank correlation) were discussed.
c. Regression analysis was covered, including how to create regression lines and interpret regression coefficients.
d. Real-world applications were showcased, and Excel was used for practical demonstrations.

Probability and distributions:

a. Fundamental principles of probability were explained, including definitions and rules like addition and multiplication.
b. The session covered theoretical probability distributions such as binomial, Poisson, and normal distributions.
c. Dr. Sankaran discussed the significance of these distributions in predicting outcomes and making informed decisions.

Testing of Hypotheses:

a. An introduction to hypothesis testing was provided, covering null and alternative hypotheses.
b. The importance of significance levels, types of errors, and the concept of p-values were explained.
c. Z-tests and t-tests were discussed for both large and small samples, with Excel demonstrations.

ANOVA and Chi-Square tests:

a. The concept of Analysis of Variance (ANOVA) was introduced to compare means across multiple groups.
b. One-way ANOVA was explained, including assumptions and interpretation of results.
c. Chi-square tests were discussed as a method to test independence and goodness of fit.

d. Practical examples using Excel helped in understanding these statistical tests.

<u>Applications in management:</u>

Decision-making approaches:

a. The session highlighted different approaches managers use for decision-making: facts, intuition, reasoning, and experience.
b. Dr. Sankaran stressed the importance of data and statistical analysis in enhancing these approaches.

Real-world examples:

a. How tire manufacturers determine mileage warranties.
b. Methods used by the FDA to verify the effectiveness of new drugs.
c. Interpretation of median home prices in real estate markets.
d. Strategies for selecting samples in surveys.



<u>Challenges in learning statistics:</u>

Common misconceptions:

a. The session addressed why people often find statistics challenging, such as its mathematical nature and complex terminology.
b. Strategies to overcome these challenges were discussed, emphasizing practical application and consistent practice.

Learning strategies:

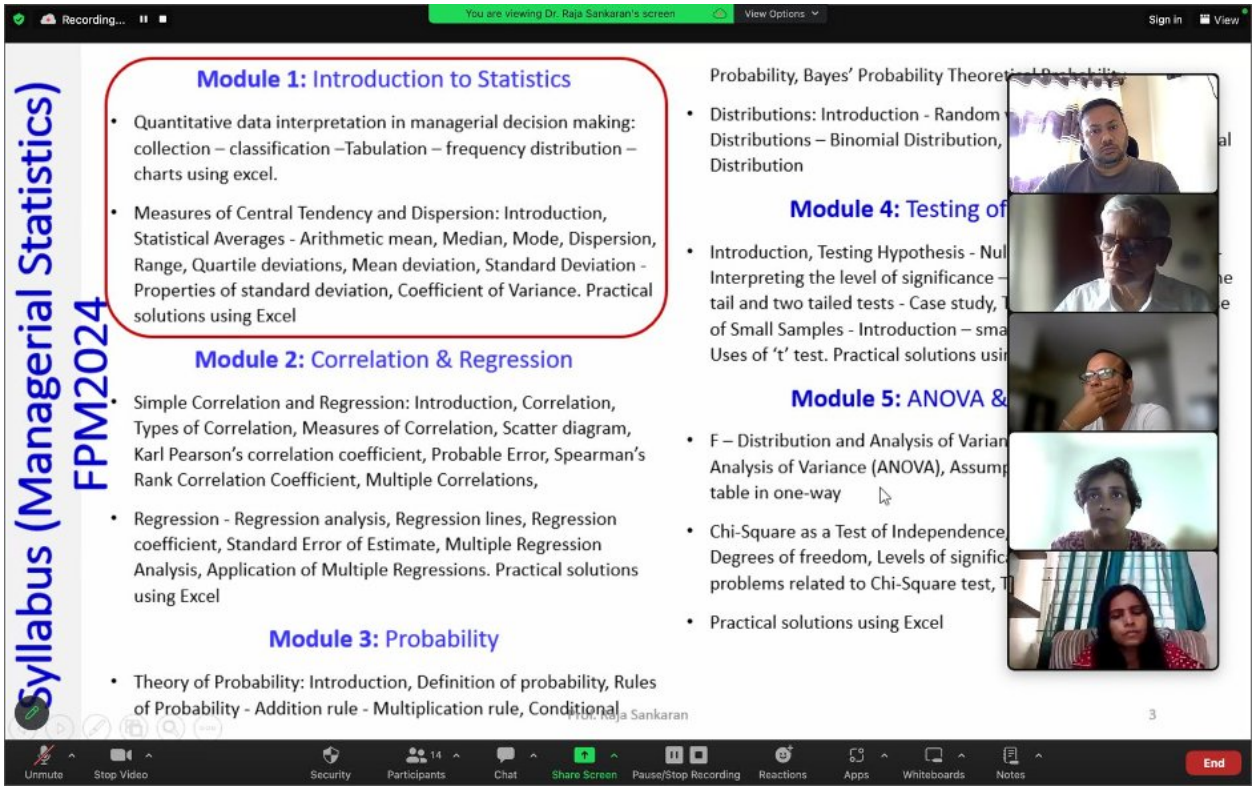
a. Dr. Sankaran encouraged making technology an ally by using tools like Excel and SPSS.
b. He emphasized that statistics is best learned by doing and spending time on exercises and practical problems.

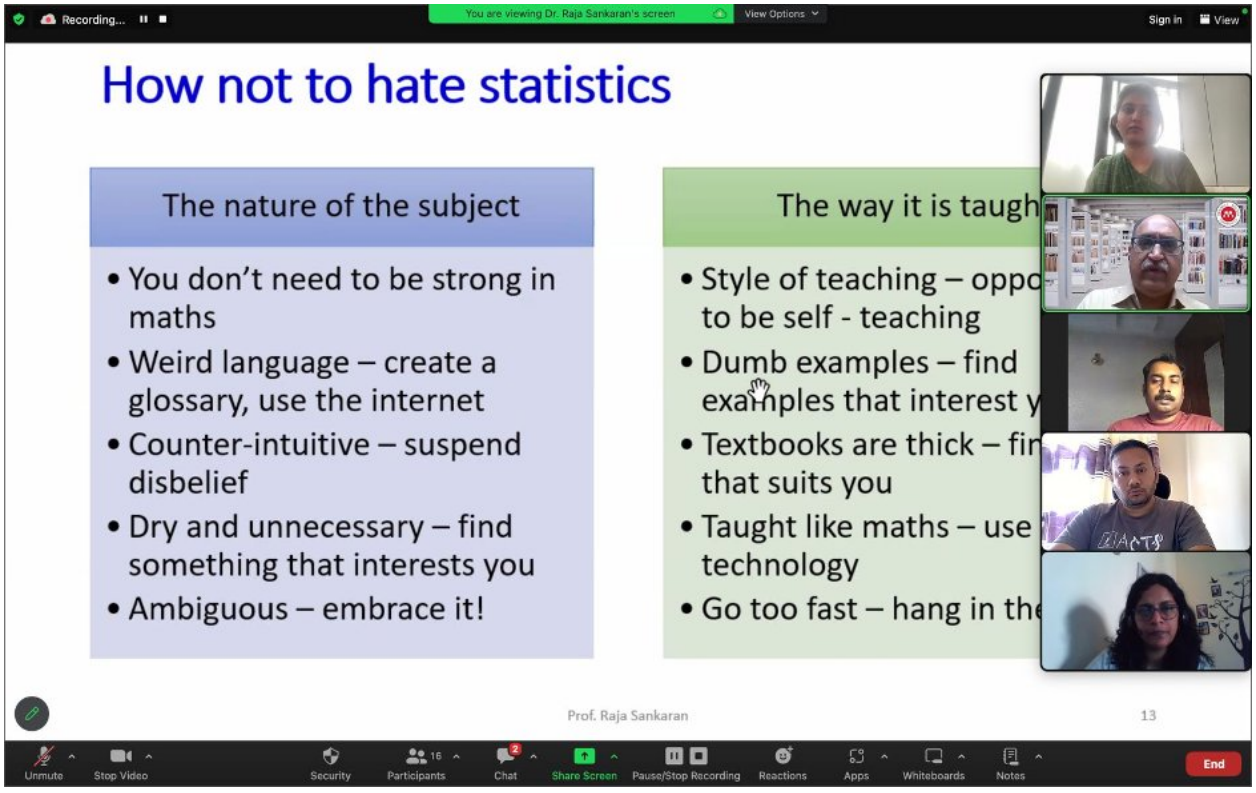
Participant engagement:

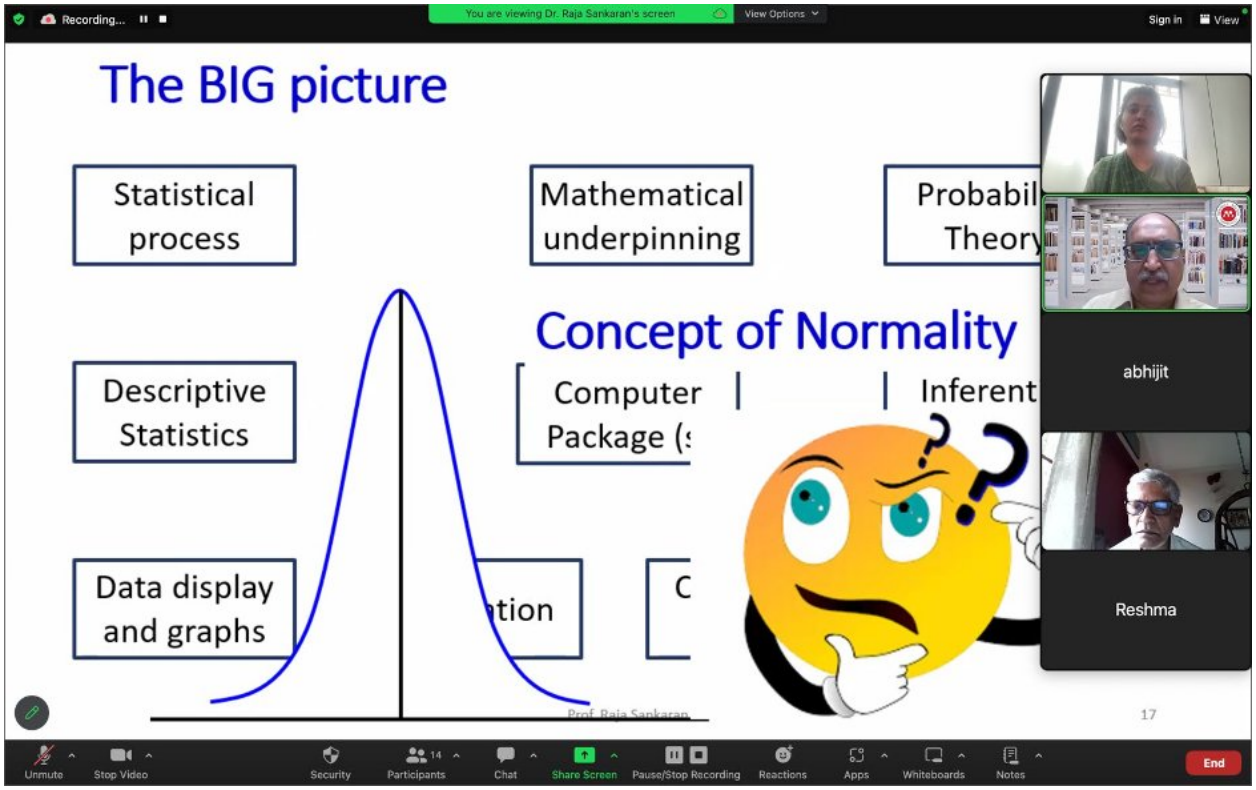
a. The scholars actively participated, asking insightful questions and engaging in discussions.
b. Practical exercises were conducted, allowing participants to apply statistical concepts using Excel.
c. Feedback indicated that the session was informative and enhanced their understanding of how statistics apply to managerial decisions.

Conclusion:
The session provided a comprehensive introduction to managerial statistics, equipping the 13 participating scholars with essential tools for data-driven decision-making. Dr. Raja Sankaran's expertise and practical approach made complex concepts accessible and relevant. The knowledge gained from this session will be instrumental as the scholars progress in their academic and professional careers.

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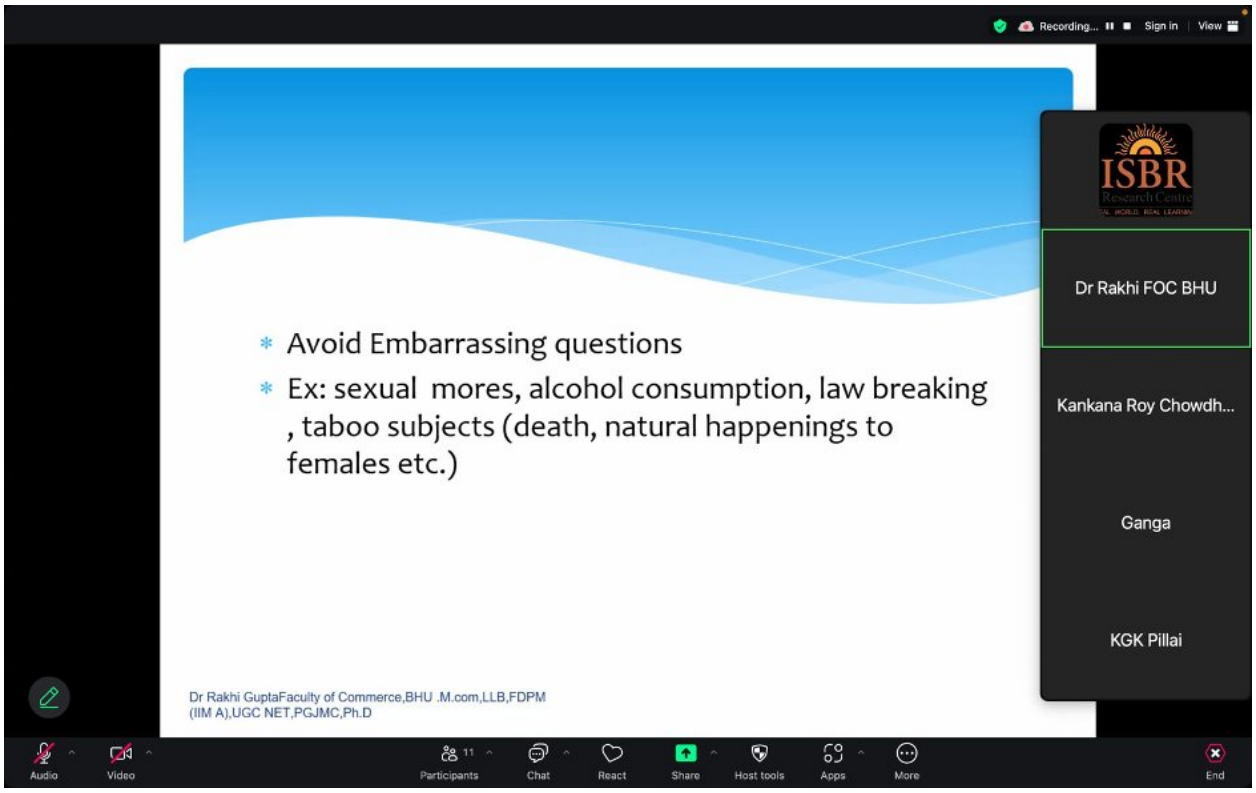

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Syllabus (Managerial Statistics) FPM2024
Module 1: Introduction to Statistics
Quantitative data interpretation in managerial decision making: collection – classification –Tabulation – frequency distribution – charts using excel.
Measures of Central Tendency and Dispersion: Introduction, Statistical Averages - Arithmetic mean, Median, Mode, Dispersion, Range, Quartile deviations, Mean deviation, Standard Deviation - Properties of standard deviation, Coefficient of Variance. Practical solutions using Excel
Module 2: Correlation & Regression
Simple Correlation and Regression: Introduction, Correlation, Types of Correlation, Measures of Correlation, Scatter diagram, Karl Pearson's correlation coefficient, Probable Error, Spearman's Rank Correlation Coefficient, Multiple Correlations,
Regression - Regression analysis, Regression lines, Regression coefficient, Standard Error of Estimate, Multiple Regression Analysis, Application of Multiple Regressions. Practical solutions using Excel
Module 3: Probability
Theory of Probability: Introduction, Definition of probability, Rules of Probability - Addition rule - Multiplication rule, Conditional
Probability, Bayes' Probability Theore
Distributions: Introduction - Random
Distributions – Binomial Distribution,
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Module 4: Testing of
Introduction, Testing Hypothesis - Nul
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Module 5: ANOVA &
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Chi-Square as a Test of Independence,
Degrees of freedom, Levels of signific
problems related to Chi-Square test,
Practical solutions using Excel
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Pause/Stop Recording
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Whiteboards
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Recording...
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How not to hate statistics
The nature of the subject
You don't need to be strong in maths
Weird language – create a glossary, use the internet
Counter-intuitive – suspend disbelief
Dry and unnecessary – find something that interests you
Ambiguous – embrace it!
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Session 3 : Questionnaire Designing

Date: 28 September 2024
Time: 10:00 AM to 11:30 AM
Resource Person: Dr. Rakhi Gupta, Assistant Professor, Faculty of Commerce, Banaras Hindu University (BHU), Varanasi, Uttar Pradesh, India
Participants: 11 scholars joined the session



Introduction:
The session on "Questionnaire Designing" was conducted by Dr. Rakhi Gupta, a distinguished academic with over a decade of experience in the fields of commerce, human resources, and management. Dr. Gupta guided the scholars through the essentials of creating effective questionnaires, which are key to collecting reliable data for research purposes.

Objectives of the session:

The session aimed to help scholars understand:

a. The objectives of questionnaires
b. The advantages and disadvantages of different types of questionnaires
c. Key elements in designing questionnaires
d. Types of questions typically used in surveys

e. Common problems and pitfalls in questionnaire design

Key highlights:

1. Stages of survey design:

Dr. Gupta emphasized the importance of clearly defining the goals of the research project, determining the sample population, and selecting the appropriate interviewing methodology before crafting the questionnaire.

2. What is a questionnaire?:

a. A questionnaire is a structured set of written questions aimed at gathering factual data, opinions, and information relevant to the research objective.
b. A well-designed questionnaire provides accurate and relevant information, minimizes bias, and is more likely to be completed.

3. Features of a good questionnaire:

Dr. Gupta outlined that a questionnaire should be valid, reliable, and interesting to encourage responses. It should also follow a logical sequence to ensure clarity and coherence.

4. Types of questionnaires:

The session discussed the two main types:

a. Self-administered questionnaires (e.g., online surveys, postal questionnaires)
b. Interview-administered questionnaires (e.g., face-to-face or telephone interviews)

Each type has its own advantages and disadvantages, with self-administered questionnaires being cost-effective but prone to low response rates, and interview-administered questionnaires providing clearer responses but being resource-intensive.

5. Stages in designing a questionnaire:

a. Define the information needed for the research.
b. Develop and refine questions carefully, ensuring they are clear and focused.

c. Structure the questionnaire to maintain logical flow, starting with simple and non-sensitive questions.
d. Pretest the questionnaire to ensure reliability and relevance.

6. Types of questions:

a. Closed-ended questions (dichotomous, multiple-choice, Likert scales)
b. Open-ended questions (unstructured responses allowing for in-depth insights)

7. Questionnaire layout and presentation:

A well-presented questionnaire with clear instructions, adequate space for responses, and a simple layout increases the likelihood of completion. Dr. Gupta recommended using clear fonts and consistent formatting.

8. Common pitfalls:
The session highlighted potential pitfalls such as double-barreled questions, leading questions, and ambiguous wording. Dr. Gupta stressed the importance of avoiding these to minimize bias and improve the quality of responses.
9. Questionnaire validation:

Dr. Gupta explained the necessity of validating questionnaires by pilot testing with a small group before full-scale distribution. This helps in identifying and rectifying any issues related to clarity, bias, or response accuracy.

10. Practical tools for creating questionnaires:

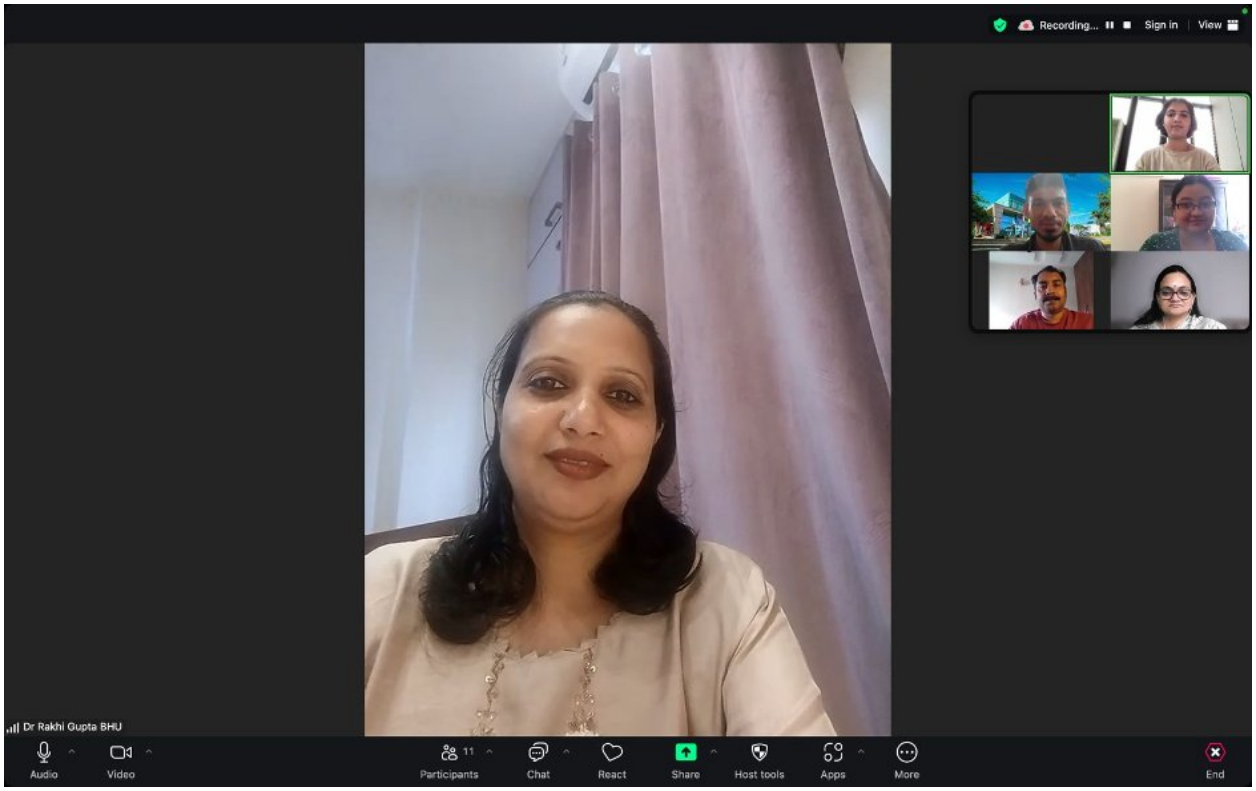
Dr. Gupta introduced some commonly used tools for designing questionnaires, including:

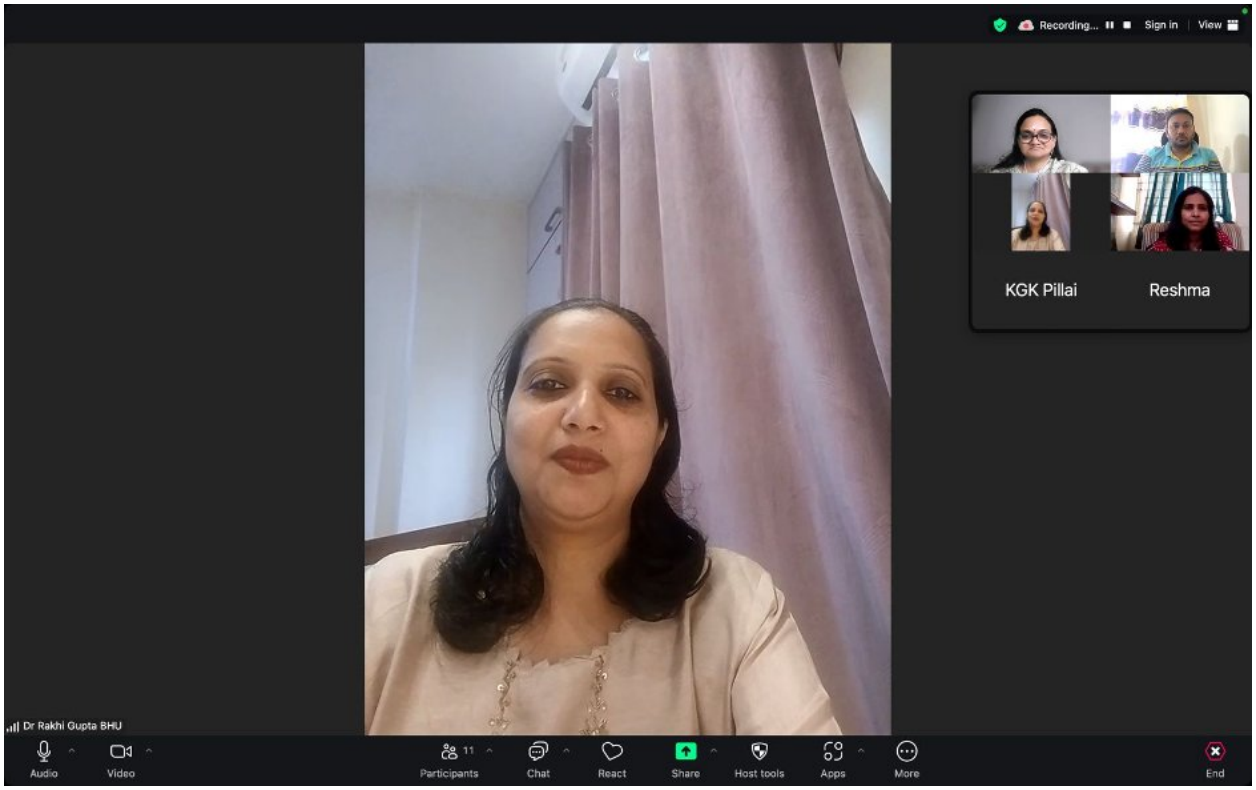
a. SurveyMonkey
b. Google Forms
c. Zoho Survey
d. Qualtrics

<u>Conclusion:</u>
The session concluded with a summary of the key principles of effective questionnaire design. Dr. Gupta reiterated the importance of simplicity, focus, and clarity in questionnaires to ensure they provide accurate data relevant to the research question. Scholars were encouraged to apply these principles in their own research and consider the practical use of the tools mentioned.

Overall, the session was highly informative and well-received by the scholars, providing them with essential insights and skills needed for their future research endeavors.

Participants: 11 scholars from the Fellow Program in Management (FPM) 2024 batch were present during the session.

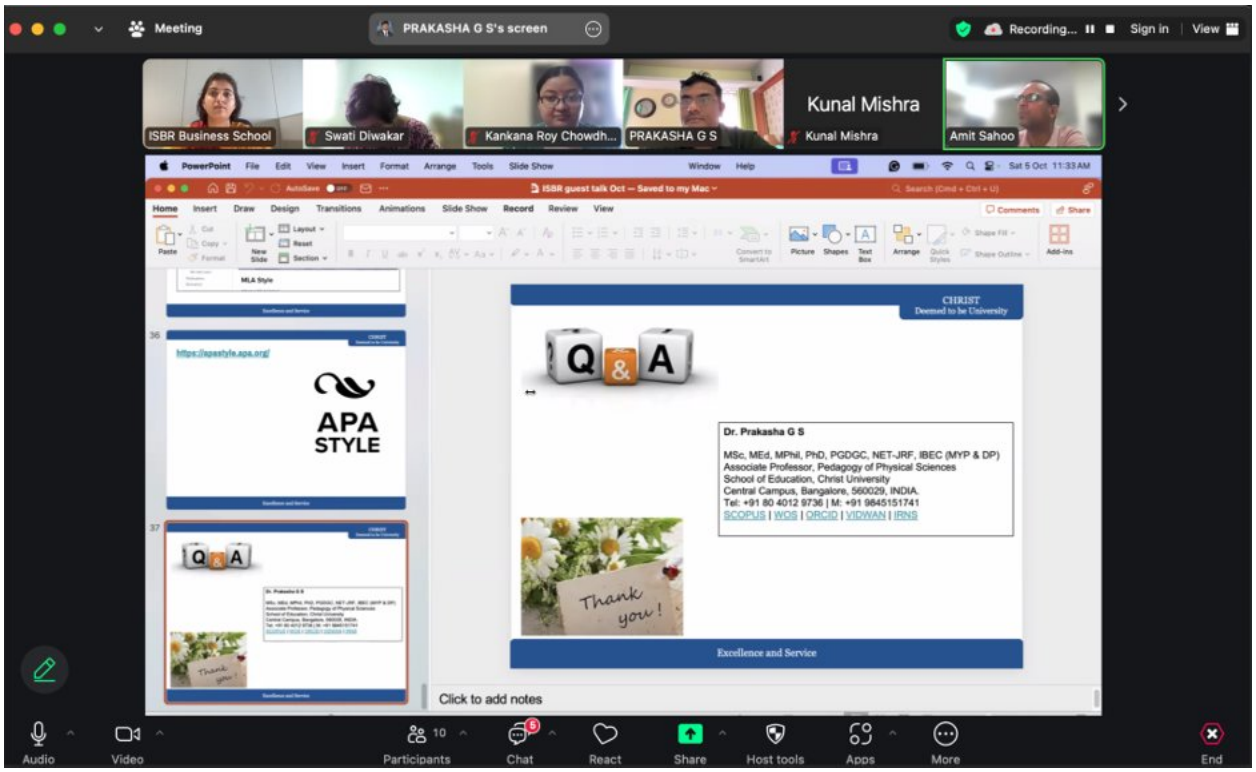




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Session 4: Manuscript Components for a Successful Publication in Scopus/WOS Indexed Journals

Date and time: 05 October 2024, from 10:00 AM to 11:30 AM
Resource person: Dr. Prakasha G S, Associate Professor, School of Education, Christ University, Bengaluru
Attendance: 12 scholars participated in the session



Overview:
Session 4 of the FPM 2024 Orientation series focused on "Manuscript Components for a Successful Publication in Scopus/WOS Indexed Journals." The session was conducted by Dr. Prakasha G S, an esteemed academic with extensive experience in research and publication.

Key topics covered:
1. Opportunities for PhD scholars to publish:

Types of publications:

a. Baseline or feasibility surveys
b. Thematic papers
c. Literature reviews (scoping reviews, systematic reviews)
d. Tool construction procedures
e. Field data analyses (experimental, survey-based, qualitative)

f. Data sets collected during PhD research
g. Innovative research methods
h. Annotated bibliographies
i. Meta-analyses
j. Value additions such as patents, copyrights, book chapters, book reviews, editorials, short articles, guidelines, and handbooks

2. Annotated bibliography:

Purpose and structure: Dr. Prakasha provided a sample annotation, explaining each element.

a. Citation
b. Introduction
c. Aims and Research Methods
d. Scope
e. Usefulness
f. Limitations
g. Conclusions
h. Reflection
i. Emphasized the importance of concise summaries and critical analysis of sources.

3. Research databases:

General databases: Web of Science, Scopus, Google Scholar, arXiv, ScienceDirect, Ulrich's Web, DOAJ, JSTOR

Specialized databases:

a. Medical: PubMed, CINAHL
b. Engineering: IEEE Xplore, INSPIRE-HEP
c. Social Sciences: ERIC, SciELO

Access and utilization: Guidance on how to effectively search for literature relevant to one's research area.

4. The writing process:

Stages of writing: Pre-writing, drafting, revising, editing/proofreading, and publishing

Manuscript Structure: Introduction, related work, rationale/hypothesis, methodology, results, discussion, conclusion

*Abstract writing:*Steps to craft a concise and informative abstract

5. Tips for writing a strong introduction:

a. Starting with a compelling hook
b. Clearly stating the research problem and objectives
c. Providing a research gap and contributions

6. Manuscript writing rules:

Ten simple rules:

a. Make the manuscript a guiding force
b. Be concise and objective
c. Use the third person
d. Be specific
e. Acknowledge potential pitfalls
f. Avoid redundancy
g. Seek feedback
h. Revise and rewrite
i. Give yourself time

7. Identifying research gaps:

Types of gaps: Knowledge gap, practical knowledge gap, empirical gap, methodological gap, population gap, theoretical gap

Importance: Addressing gaps to contribute original research to the field

8. Sampling methods:

Probability sampling: Simple random, stratified, cluster, systematic

Non-probability sampling: Convenience, snowball, quota, purposive

Choosing the right method: Based on research objectives and population characteristics

9. Formulating hypotheses:

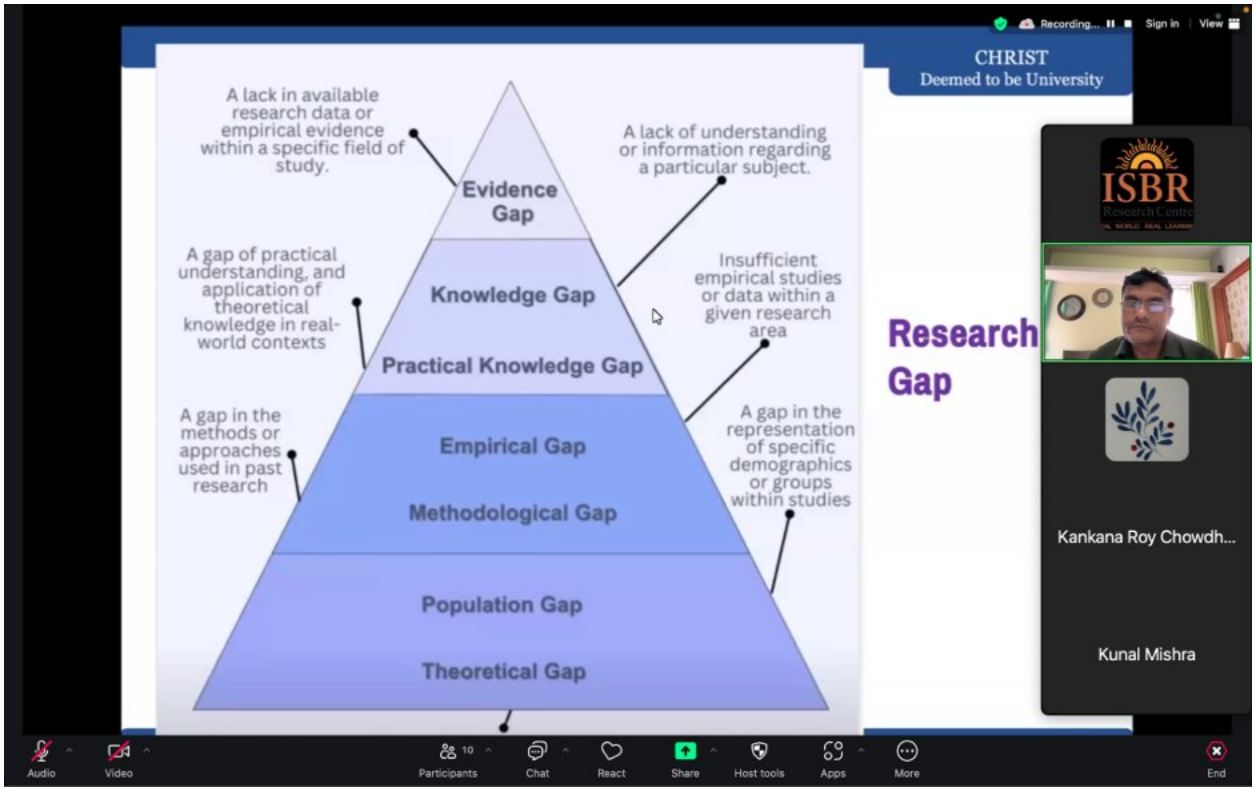
Types of hypotheses: Null, alternative, directional, non-directional, complex

Application: Aligning hypotheses with research questions and objectives

10. Research design and ethics:

Study types: Experimental, observational, analytical, descriptive

Ethical considerations: Informed consent, privacy, data integrity, cultural sensitivity, conflict of interest



11. Statistical analysis:

Selecting statistical tests: Based on data type (continuous, categorical) and research questions

Parametric vs. Non-Parametric tests: Assumptions and appropriate use cases

12. Understanding the peer review process:

Steps: Submission, editorial review, peer review, revisions, acceptance or rejection

What editors look for: Scope alignment, research significance, originality, adherence to guidelines, ethical standards

13. Time management and productivity:

Tips: Prioritizing tasks, avoiding multitasking, using techniques like the Pomodoro method

Avoiding productivity killers: Setting boundaries, combating perfectionism, minimizing distractions, avoiding overcommitment

Conclusion:
The session was highly informative and provided practical guidance for scholars aiming to publish in prestigious journals. Dr. Prakasha's expertise offered valuable insights into the intricacies of academic writing and publishing.

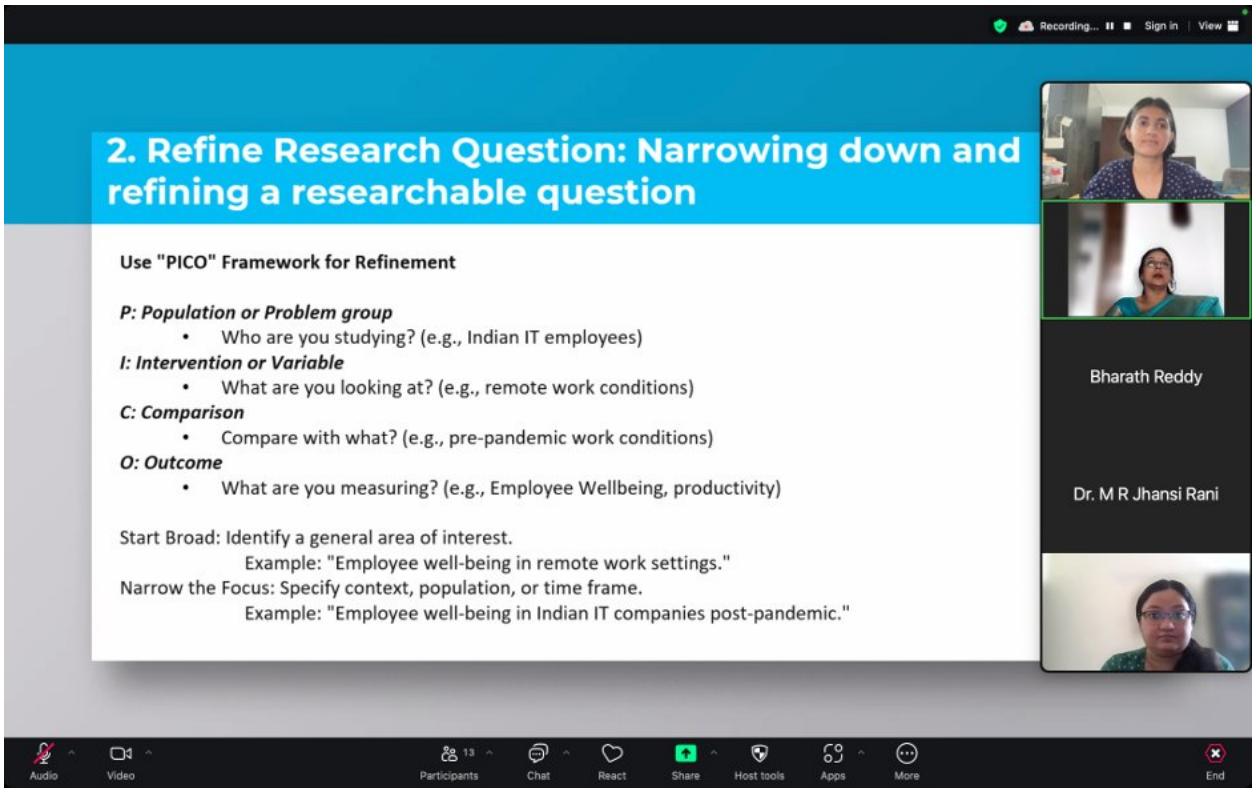
We look forward to more sessions like this in the future. A big thank you to all the scholars for their active participation and patience throughout the session.



Link:
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Session 5: The Roadmap Towards Successful Doctoral Research

Date: 12 October 2024
Time: 10:00 AM to 11:30 AM
Resource person: Dr. Uma Warrier, Professor and Learning & Psychological Consultant for Corporates
Number of attendees: 12 scholars



Introduction:
The session, led by Dr. Uma Warrier, was centered around guiding scholars through the essential steps for successful doctoral research. Dr. Warrier, with her vast experience in both academia and industry, provided valuable insights into the intricacies of managing and completing a doctoral program. The interactive session was attended by 12 scholars who actively participated and engaged with the resource person throughout the session.

Key highlights of the session:

1. Begin with the end in mind: Dr. Warrier opened the session with a powerful quote from Stephen Covey:

“To begin with the end in mind means to start with a clear understanding of your destination.”

She emphasized the importance of having a clear understanding of one's research destination to ensure that all steps taken are aligned with achieving that goal.

2. Session goals:

a. Increase awareness of the stepwise action plan for doctoral research.
b. Identify application-oriented research for policy recommendations using a research topic simulation.
c. Apply self-motivation tools to sustain research focus.
d. Create an individual action plan with timelines for doctoral research completion.

3. Purpose of pursuing doctoral programs: Dr. Warrier highlighted various reasons for undertaking a doctoral program, including:

a. Digital visibility
b. Career advancement
c. Sharing knowledge and expertise
d. Leaving a legacy
e. Altruism
f. Company recognition & business promotion

4. Actionable items for doctoral research: Dr. Warrier outlined a clear, step-by-step process for doctoral research, emphasizing key actions:

a. Identifying the research area and refining research questions.
b. Conducting literature reviews and spotting research gaps.
c. Formulating research objectives and hypotheses.
d. Designing research methodology and planning data collection.
e. Writing, revising, and defending the thesis.

5. Research area identification: Scholars were guided on how to choose a research area by focusing on factors such as significance, novelty, curiosity, scope, and actionability. Dr. Warrier provided examples of research topics across these categories to help scholars visualize and refine their own research questions.

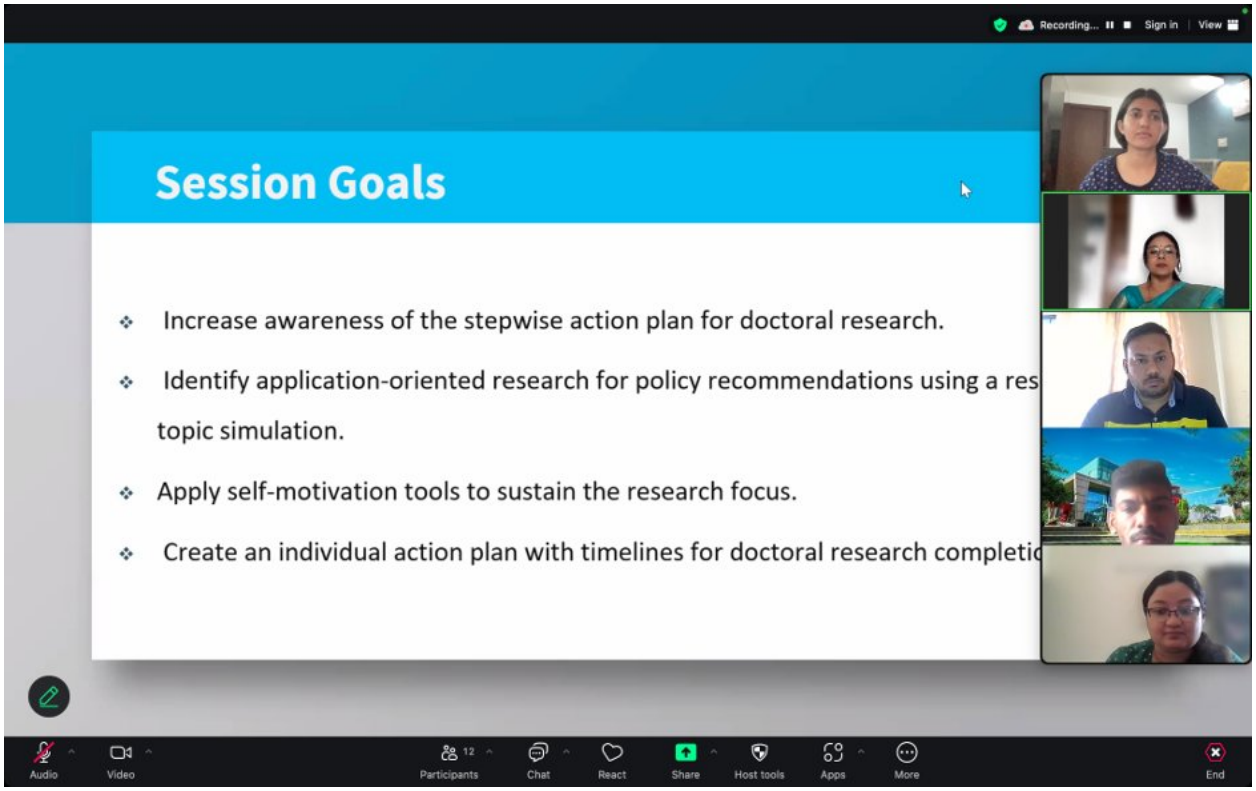
6. PICO framework for refining research questions: Dr. Warrier introduced the PICO framework (Population, Intervention, Comparison, Outcome) to help scholars narrow down and refine their research questions, making them more focused and researchable.

7. Literature review and gap spotting: Scholars were encouraged to use various academic databases and boolean operators to conduct thorough literature reviews. Dr. Warrier illustrated how to spot knowledge, population, and methodological gaps in existing research and how to develop theoretical and conceptual frameworks based on these gaps.

8. Creating research objectives and hypotheses: Dr. Warrier explained how research questions are converted into clear research objectives and hypotheses. She provided examples of null and alternative hypotheses and explained how they guide the research process.

9. Research design and methodology: The importance of choosing the appropriate research design (quantitative, qualitative, or mixed methods) was emphasized, alongside various sampling techniques and data collection tools. Dr. Warrier also discussed how to ensure the validity and reliability of the data collection process.

10. Writing and revising the thesis: Scholars were advised on best practices for writing and revising their theses, including structuring chapters, setting writing goals, using tools like Grammarly, and taking breaks between revisions.



11. Submission and defense: Dr. Warrier concluded the session by discussing the final stages of doctoral research, including thesis submission and defense preparation. She shared tips on anticipating defense questions and addressing potential limitations in the research.

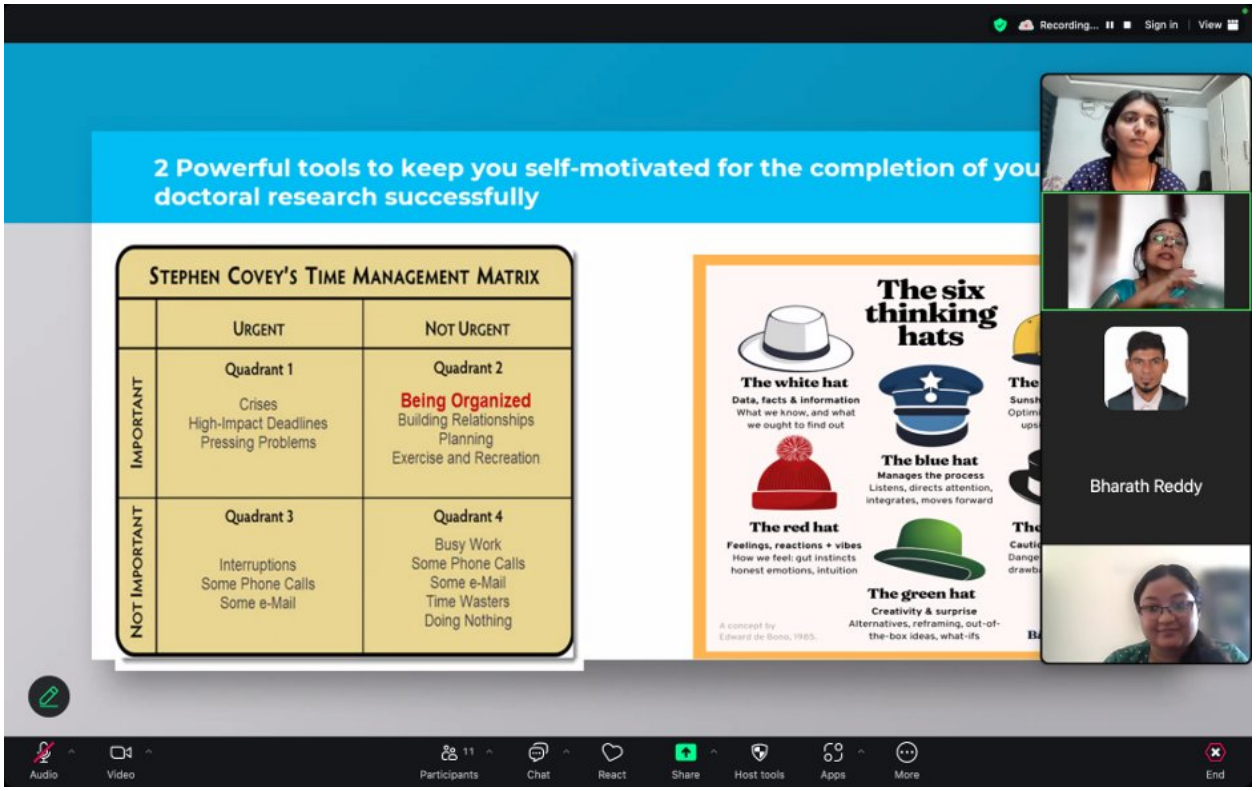
12. Self-Motivation Tools: To maintain focus and motivation throughout the doctoral journey, Dr. Warrier introduced two powerful tools:

a. The Six Thinking Hats by Edward de Bono, which helps scholars approach their research from different perspectives.
b. Stephen Covey's Time Management Matrix, which aids in prioritizing tasks based on importance and urgency.

Interactive Q&A:

Throughout the session, the scholars were highly engaged, asking insightful questions and contributing to the discussion. Dr. Warrier answered queries regarding research methodology, refining research questions, and maintaining self-motivation during the research journey.

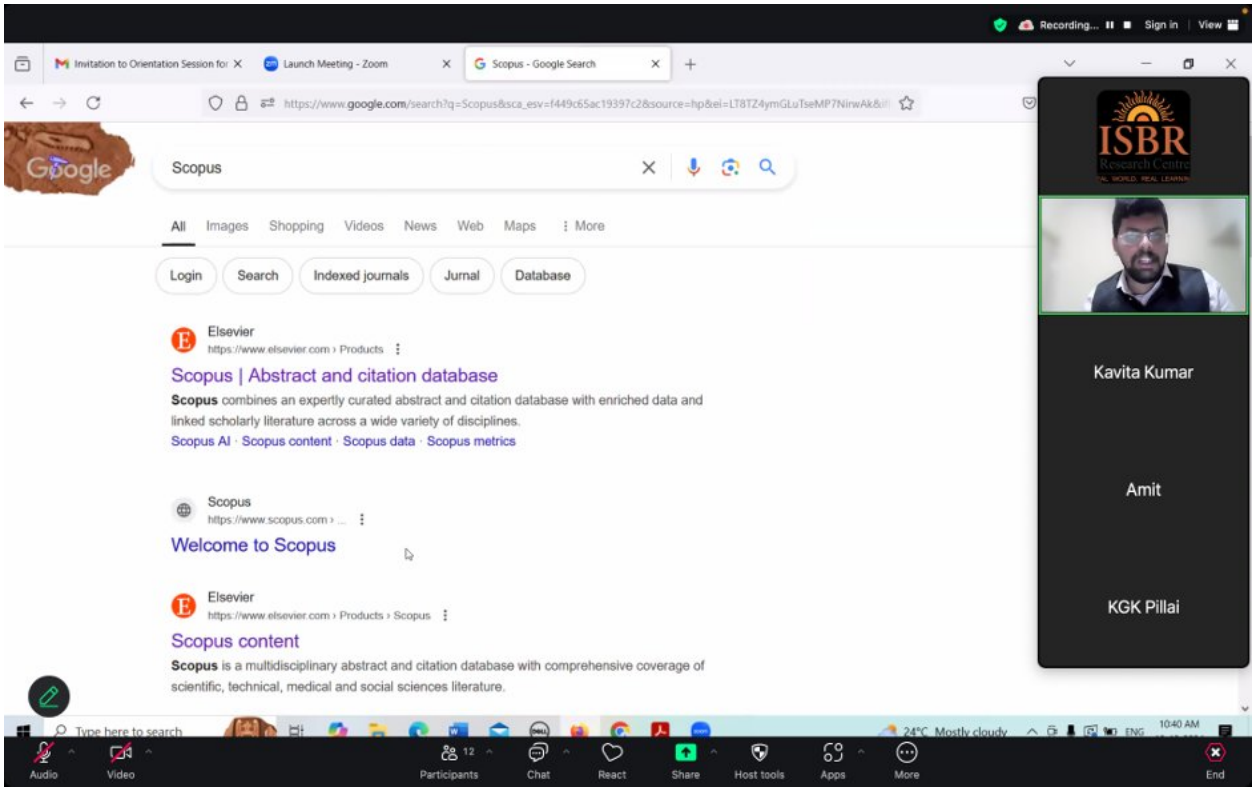
Conclusion:
The session concluded with a thank-you note expressing gratitude to Dr. Warrier for her time, effort, and invaluable insights. The scholars were also thanked for their participation and for making the session interactive. The roadmap provided by Dr. Warrier will undoubtedly serve as a strong foundation for the scholars as they move forward with their doctoral research.



Link:
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Session 6: Optimizing Search Strategies for Effective Literature Reviews and the art of conducting literature reviews

Date: 19 October 2024
Time: 10:00 AM to 11:30 AM
Resource person: Dr. Gowtham R, Assistant Professor, Department of Commerce, Christ University, Bengaluru
Number of attendees: 12 scholars



Overview of the session

The session on "Optimizing Search Strategies for Effective Literature Reviews" was an in-depth discussion aimed at equipping the FPM 2024 batch with essential tools and methodologies for conducting literature reviews effectively. Dr. Gowtham R, a respected figure in the field of commerce and finance, led this session with his expertise in survey-based research methods and the integration of data science in business contexts.

Session highlights

Purpose of a Literature Review

Dr. Gowtham emphasized the critical role literature reviews play in academic research. A well-structured literature review should:

- Be organized around and directly related to the thesis or research question.
- Synthesize existing research, summarizing known and unknown aspects of the topic.
- Identify areas of controversy within the literature.
- Formulate questions that can guide future research.

Common pitfalls in Literature Reviews

He outlined frequent issues scholars face in conducting literature reviews:

- Insufficient or limited search terms.
- Overreliance on a single database.
- Lack of regular updates.
- Selective reporting and omission of key works.
- Weak critical evaluation and organization.
- Ignoring interdisciplinary perspectives.

Steps for conducting an effective Literature Review

Dr. Gowtham shared a structured approach to conducting a literature review, emphasizing the following steps:

- Defining the purpose or aim.
- Identifying keywords and concepts.
- Selecting relevant databases (e.g., Scopus, IEEE Xplore).
- Conducting a comprehensive search.
- Screening and selecting relevant literature based on quality and relevance.
- Writing and organizing the review.
- Citing sources and highlighting research gaps and trends.

Optimizing search strategies

To improve search efficacy, Dr. Gowtham provided specific strategies for:

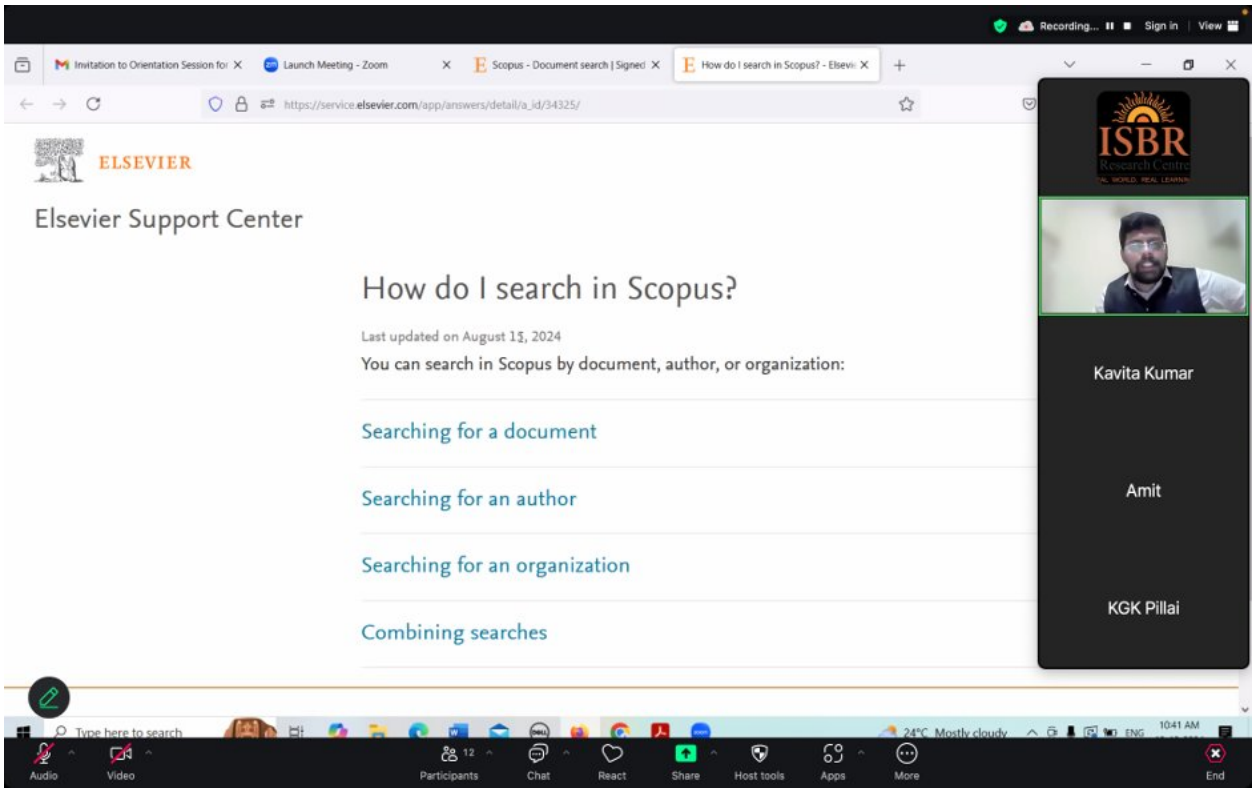
- Constructing robust search queries using databases like Scopus and Google Scholar.
- Avoiding common search errors such as strategic errors (redundant elements), tactical errors (spelling or truncation mistakes), and logical errors (incorrect use of operators).

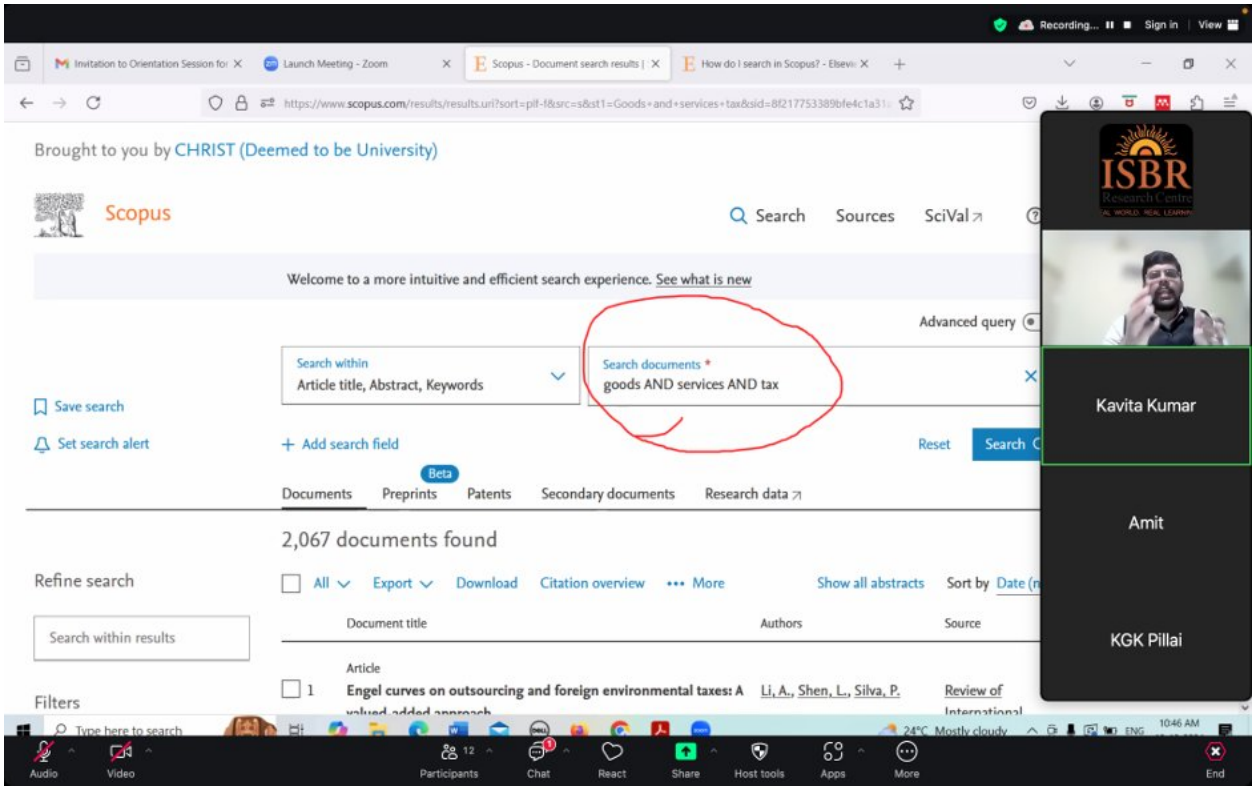
Key takeaways for scholars

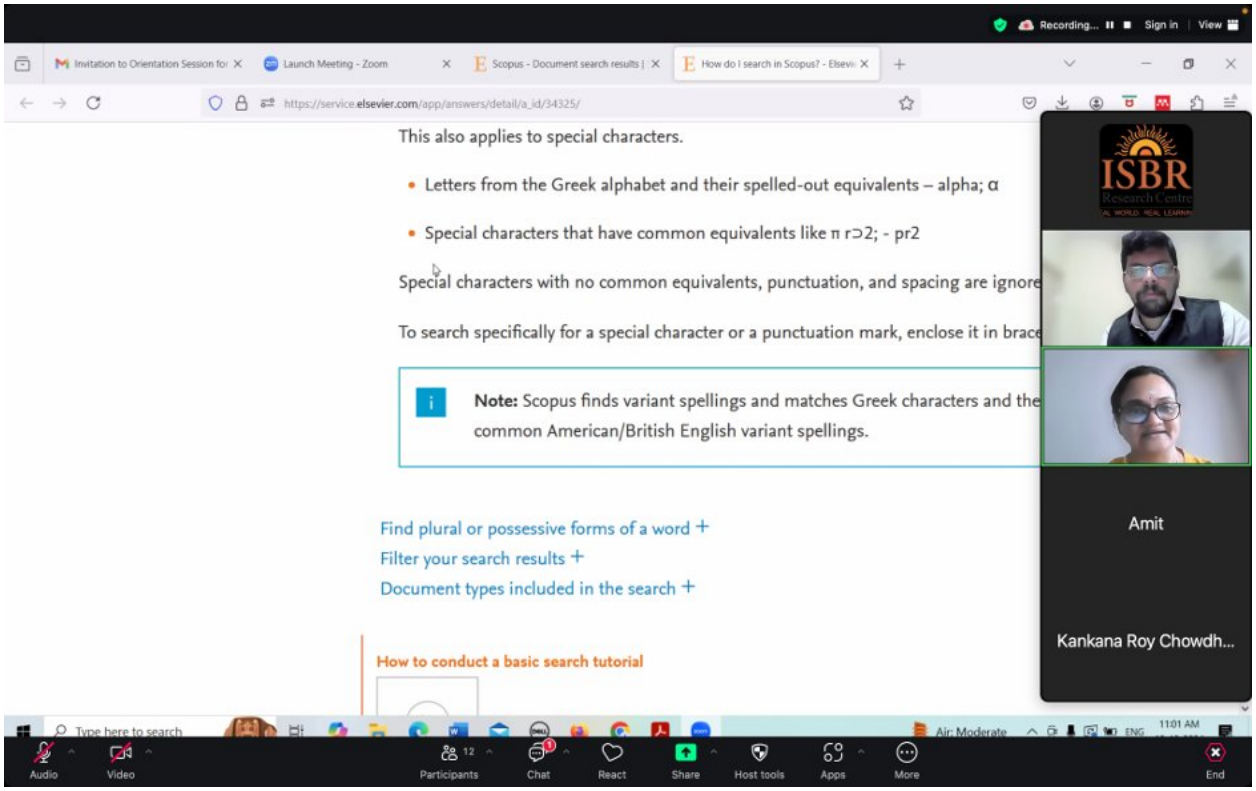
- *Comprehensive search strategy:* Leveraging diverse databases and avoiding redundant searches.
- *Quality evaluation:* Selecting high-quality sources and critically assessing methodologies.

- *Literature Review structure:* Organizing findings by theme and critically synthesizing across studies.
- *Future research directions:* Identifying knowledge gaps and suggesting potential areas for further study.

The session provided actionable insights, setting a strong foundation for scholars to conduct well-rounded and impactful literature reviews as part of their research endeavors in the FPM program.

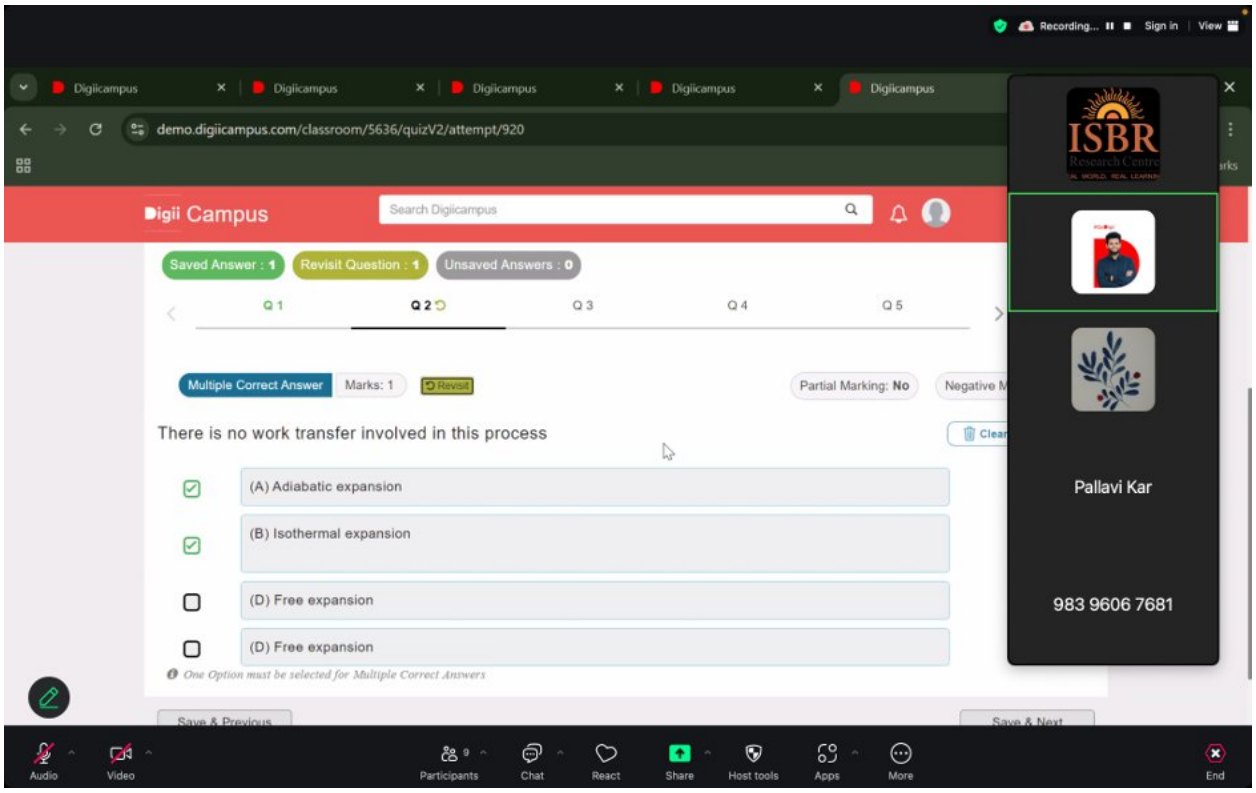



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Session 7: Special Orientation - Hands on experience to use Digiicampus

Date: 25 October 2024
Time: 19:00 PM - 19:45 PM
Resource person: Mr. B. Sashivamsi, Product Specialist, Customer Service Team, Digital Campus
Number of attendees: 10 scholars



Overview of the session

The session titled “Hands-on Experience with Digii Campus” introduced FPM 2024 scholars to the Digii Campus platform, a Smart Learning Management System (LMS) designed to streamline academic and research activities. Conducted by Mr. B. Sashivamsi, Product Specialist at Digital Campus, the orientation provided insights into accessing and managing course materials, assignments, resources, and assessments through the platform.

Key features of Digii Campus

Mr. Sashivamsi highlighted the following features of Digii Campus, emphasizing its utility as a centralized platform for effective learning:

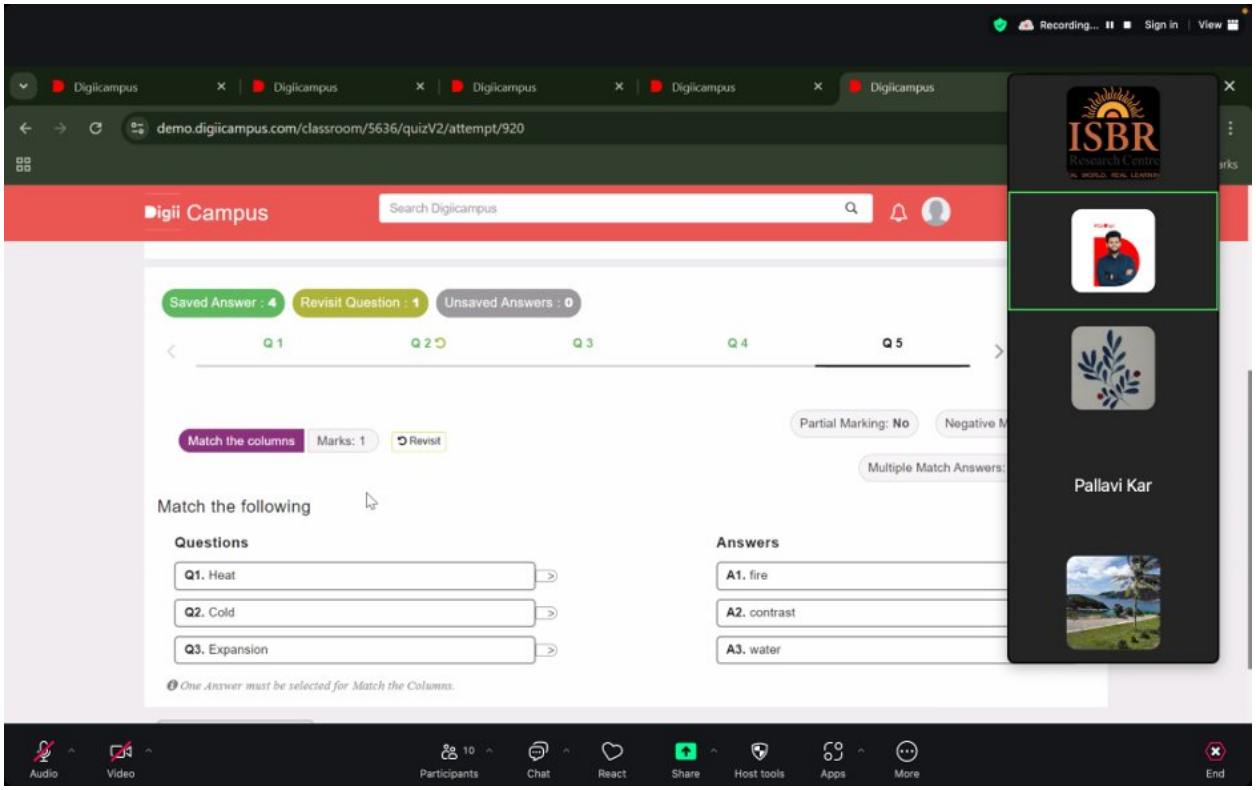
- *Personalized learning experience:* Digii Campus offers scholars a tailored experience, helping them engage with coursework, access resources, and monitor academic progress.

- *Multiple device compatibility:* Accessible via both web and mobile, the platform ensures scholars can manage their learning on any device, enhancing convenience.
- *Comprehensive coursework management:* Scholars can access lecture videos, resources, assignments, and quizzes all within the platform, facilitating efficient course management.
- *Self-directed learning:* Digii Campus supports self-paced learning with features like discussion forums, assessment results, and assignment submissions.

Practical use of Digii Campus for FPM scholars

During the session, Mr. Sashivamsi provided a hands-on walkthrough of the platform, covering essential functions such as:

1. *Login and navigation:* Scholars were guided on how to log in using institutional credentials and navigate to key areas, such as the "Classroom" tab for coursework and resources.
2. *Accessing course materials:* Scholars learned to locate their courses, where they can find lecture videos, reading materials, and session recordings. They explored the search function, allowing quick retrieval of specific resources.
3. *Assignments and assessments:*
    - **Assignment submission**: Mr. Sashivamsi demonstrated how scholars could submit their assignments online and check assignment statuses, ensuring timely submissions.
    - **Quizzes and exams**: The session covered quiz access, participation, and tracking of grades, with instructions on reading the rules and using the recommended browser (Google Chrome) for optimal performance.
4. *Discussion forum:* The forum function enables scholars to engage in academic discussions, ask questions, and share insights with peers. This tool encourages collaborative learning and provides a supportive space for scholarly discussions.
5. *Assessment results and progress tracking:* Mr. Sashivamsi explained how to view and interpret assessment results, helping scholars to track their progress and areas for improvement.



Benefits of Digii Campus for FPM scholars

The session underscored how Digii Campus simplifies and enriches the learning experience through:

- *Centralized resource access:* All materials, including study documents, videos, and assessments, are organized within a single platform.
- *Effective communication:* The platform allows for smooth communication between faculty and scholars, enhancing the collaborative aspect of the FPM journey.
- *Diverse learning tools:* Self-paced modules, checklists, and visual learning aids accommodate different learning styles, supporting personalized academic growth.

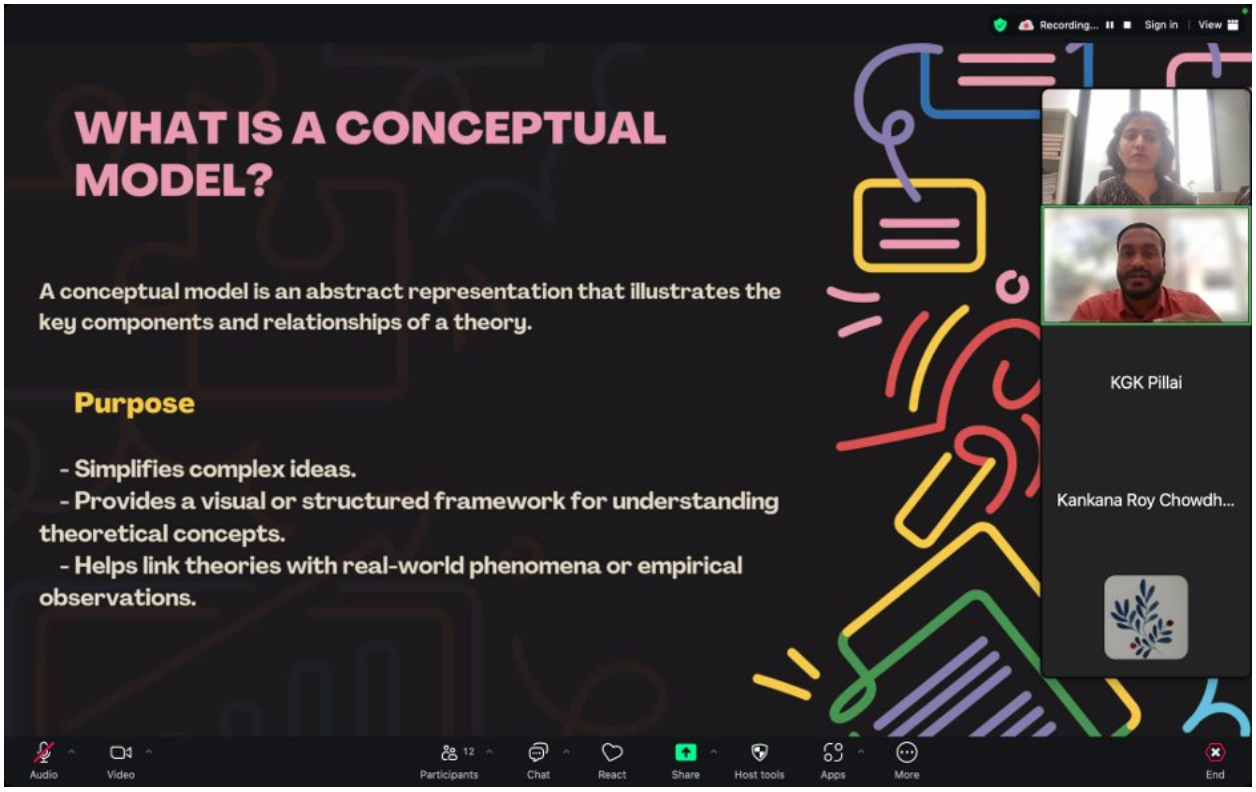
Summary

This orientation session provided scholars with practical insights into navigating and utilizing Digii Campus as their primary learning management system. The hands-on experience, facilitated by Mr. Sashivamsi, prepared scholars to independently manage their academic activities and coursework, ultimately enhancing their research and learning journey throughout the FPM program.

Link:
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Session 7: Bridging Theory and Practice: The Vital Role of Conceptual Models in Research Excellence

Date: 26 October 2024
Time: 11:00 AM to 12:30 AM
Resource person: Prof. Mr. Akshay Kumar A.V, Assistant Professor, Department of Commerce, SSMRV College, Bengaluru
Number of attendees: 12 scholars



Overview of the session

The session, "Bridging Theory and Practice: The Vital Role of Conceptual Models in Research Excellence," led by Prof. Akshay Kumar A.V, provided FPM scholars with insights into the critical role that conceptual models play in advancing research quality and applicability. Prof. Akshay Kumar's extensive expertise in consumer behavior, digital marketing, and artificial intelligence was a valuable asset in explaining how theoretical frameworks can drive impactful and practice-oriented research.

Key topics covered

Introduction to Conceptual Models

Prof. Akshay Kumar began by defining a conceptual model as an abstract representation that illustrates the relationships between key components of a theory. He explained the purpose and significance of conceptual models, which include:

- Simplifying complex theoretical ideas.
- Offering a structured framework for understanding theories.
- Bridging the gap between theoretical constructs and empirical applications.

The role of Conceptual Models in research
Prof. Akshay Kumar emphasized that conceptual models serve as a vital link between theory and practical application. He explained three core roles:

1. **Theoretical foundation**: Conceptual models provide a structured method for interpreting abstract constructs, allowing researchers to refine theories.
2. **Application to practice**: These models translate theoretical knowledge into actionable strategies in practical contexts, such as industry or policy-making.
3. **Interaction between theory and practice**: Conceptual models facilitate a feedback loop where theory informs practice, and practical insights help refine theories, enhancing model applicability.

Importance of Conceptual Models for research excellence
Conceptual models are essential for achieving research excellence due to their ability to:

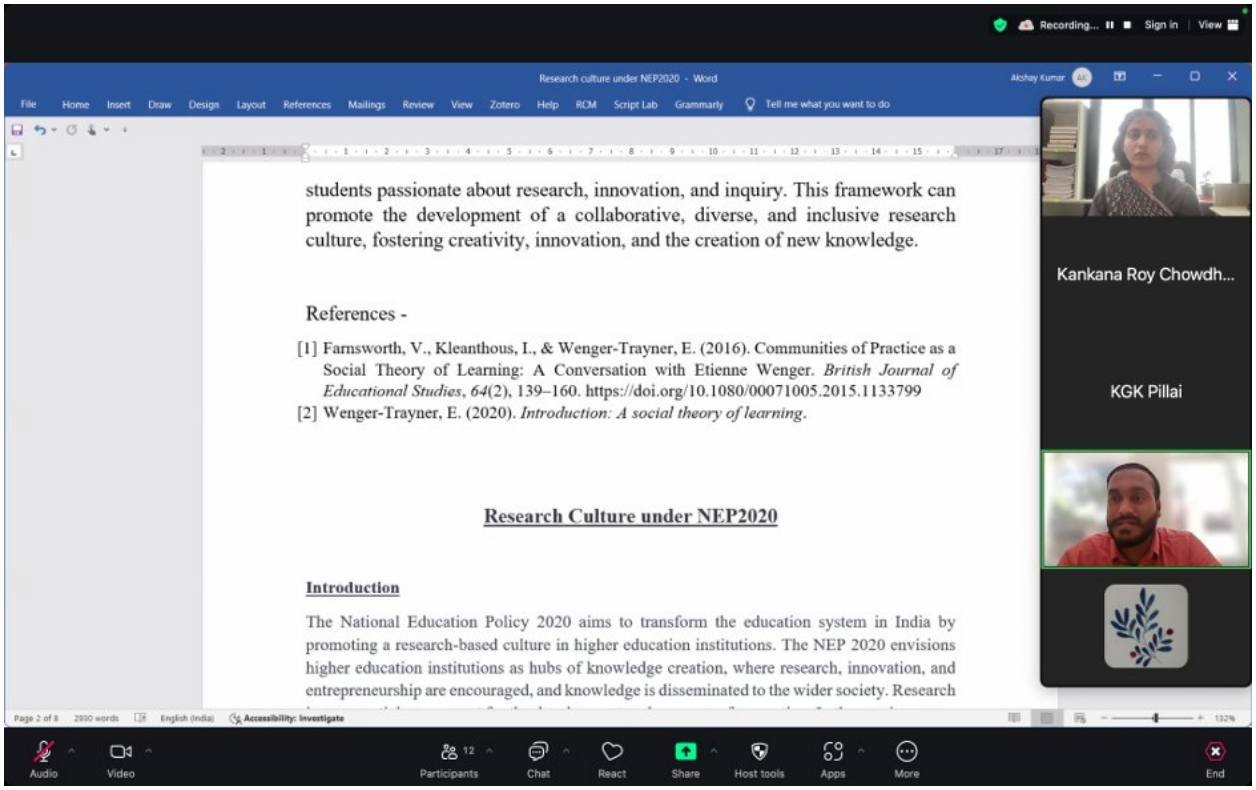
- **Enhance clarity and focus**: They help researchers define variables, relationships, and boundaries clearly.
- **Guide hypothesis development**: Models specify the relationships between components, making it easier to form and test hypotheses.
- **Ensure generalizability**: Well-developed models can be adapted to different settings, making the research more relevant across varied contexts.

Key components of effective Conceptual Models

1. **Variables/Constructs**: Define the core elements of the theory.
2. **Relationships**: Illustrate the connections between constructs.
3. **Boundaries and assumptions**: Clarify the scope and limitations.
4. **Visual representation**: Create a visual model for easy understanding and application.

Developing and refining Conceptual Models
To ensure the model is both theoretically sound and practically applicable, Prof. Akshay Kumar outlined the following steps:

1. **Literature Review**: Start by reviewing existing models to identify gaps.
2. **Iteration and refinement**: Revise the model based on feedback from peers.
3. **Collaboration and peer review**: Engage with other scholars for validation and improvement.



Challenges in using Conceptual Models
Prof. Akshay Kumar discussed common challenges and solutions in working with conceptual models:

1. **Oversimplification**: Balancing simplicity with a comprehensive understanding of the theory.
2. **Model validation**: Testing models against real-world data to ensure relevance.
3. **Contextual limitations**: Defining the boundaries to prevent misapplication across different contexts.

Application of Wenger's Theory of Communities of Practice
Prof. Akshay Kumar introduced Etienne Wenger's Theory of Communities of Practice (CoP) as an example of a conceptual model that bridges theory and practice. Wenger's theory posits that learning is a social process that occurs through regular interaction within a community with shared interests. Prof. Akshay Kumar emphasized that, under NEP 2020, adopting a research culture aligned with Wenger's CoP theory could foster an inclusive, collaborative, and innovation-driven environment within higher education institutions.

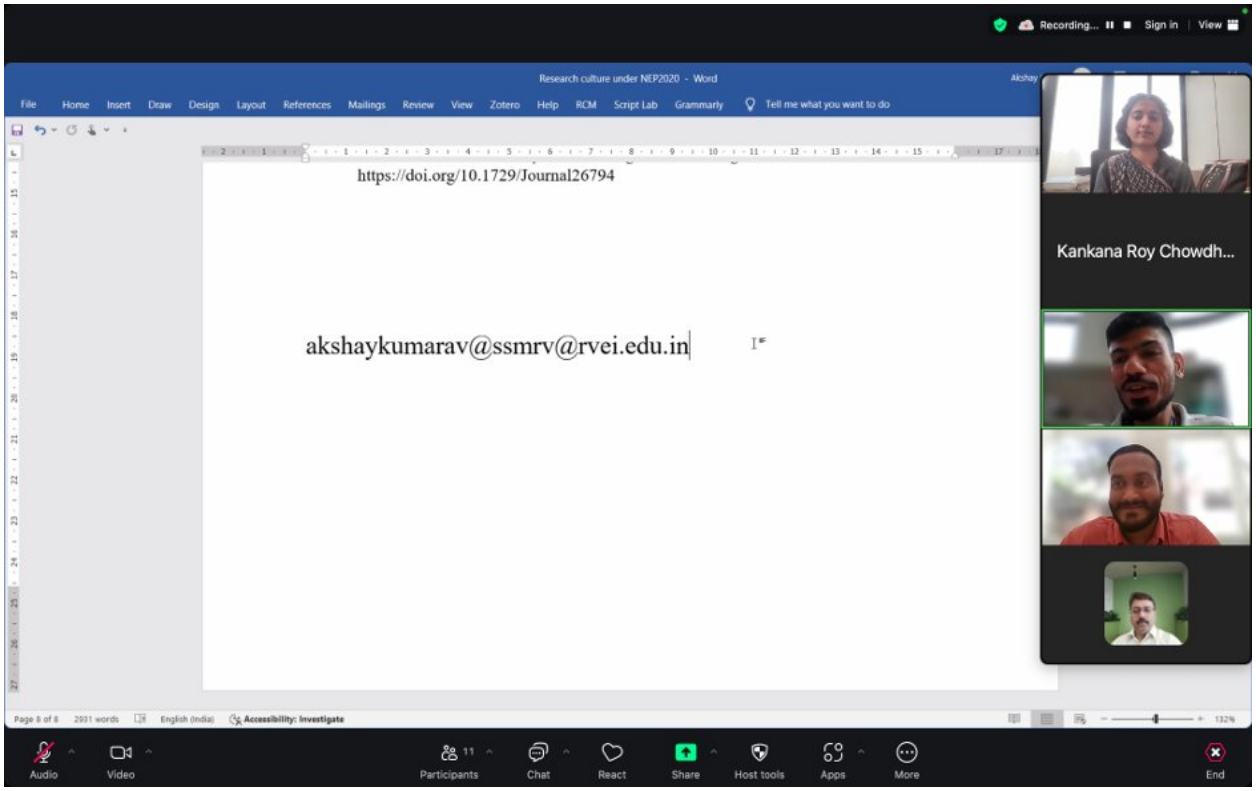
Research culture and NEP 2020
Prof. Akshay Kumar highlighted the National Education Policy 2020's (NEP 2020) vision of fostering a research culture within India's higher education system:

- **Promoting interdisciplinary research**: NEP 2020 encourages collaboration across fields to address complex societal issues.

- **Investment in research**: Increasing funding and resources to support a vibrant research ecosystem.
- **Global collaboration**: NEP 2020 emphasizes making India a global research hub by promoting international partnerships.
- **Open access and innovation**: Encouraging open-access publications to facilitate knowledge sharing and innovation.

Summary and takeaways

This session emphasized the role of conceptual models as tools that bridge theory and practice, guiding scholars toward research excellence. By integrating conceptual models into their research approach, scholars can enhance clarity, form testable hypotheses, and create adaptable frameworks that apply across disciplines and real-world settings. Prof. Akshay Kumar encouraged scholars to embrace conceptual models to refine theories, apply knowledge effectively, and drive impactful research outcomes.



Link: https://drive.google.com/file/d/1wDPmXkfBhcRFMq_yQUXfNuVC11DR7ZsJ/view?usp=sharing