MANAGEMENT DEVELOPMENT PROGRAMME

Academic Writing and Publishing

Dates
December 17 - 22, 2017

Programme Co-ordinator
Dr Manoj Kumar Dash

Venue

Management Development Programme (MDP)
ABV-IIITM Gwalior
Morena Link Road Gwalior
Gwalior-474015
Phone: 0751-2449818

INTRODUCTION:

Do you struggle with submission notes and grapple with guidelines for authors?

Academic Writing and Publishing guides the participant's through the process of writing and publishing. Packed with examples and evaluations of recent work, the programme will help the participants to reflect the writing and publishing process.

Written in a lively and personal style, the advice is direct and practical. Divided into four parts, this accessible text:

• discusses the nature of academic writing and examines how different individuals tackle the task;

• dissects the journal article and outlines research findings on how to write its constituent parts;

• examines other types of academic writing: books, theses, conference papers, letters to the editor etc.;

• describes other aspects of academic writing– dealing with publishing delays, procrastination and collaborating with others.

This Management Development Programme will be invaluable for industry professionals and researchers new to academic writing and publishing

OBJECTIVES:

Given the nature of the subject, operational expertise development requires a fairly sound understanding of report writing, research paper writing, thesis writing and some business domain expertise as prerequisites. Top and middle level management executives operating at strategic and tactical levels often may not possess all these skills but they can easily learn what the subject can deliver without bothering much about the how it may do so. A lack of clarity on what to write in thesis or research paper   may or may not be capable of addressing could be an ideal breeding ground for misunderstandings leading to unwarranted expectations or missed opportunities. This programme, meant for middle and top level decision makers, is aimed at sensitizing the participants about the myths, promises, and realities related to academic writing and publishing to help them better appreciate its scopes and limitations in their own research. The delivery style will be lucid with conscious avoidance of uncalled for technical intricacies to best serve the intended audience.

KEY TOPICS:

1. ***Academic Writing & Advance Grammar***: Introduction to academic writing, the paragraph, academic vocabulary, The paragraph: cohesion and order (compare/contrast, logical and chronological), Essay introductions, essay conclusions, brainstorming an essay, transitions between paragraphs, block versus point by point organization of essays, generic and specific noun phrases and accuracy: errors from the assignment, Literature review: author versus information prominent citations, citation in texts, paraphrasing to avoid plagiarism, Summarizing techniques, Sentence types: simple, compound and complex, Problem and solution essays, Academic Vocabulary, Sentence problems, Writers stance – organizing a text appropriately, using language to express caution and hedging, Academic vocabulary, Choice of reporting verbs to express writer's stance towards sources ,Formulation of personalized error checklist.

2. ***Scale Development***: Types of Scales - formative vs. Reflective, Scale Development -concept, construct & Operationalization and issues in dimensionality –unidimension vs. multi- dimension constructs, Identification of gap in existing literature & establishing need for the scale, Need establishment and dimension identification, Item generation, developing items using literature, blog data etc, Expert validation - content & face Validity, convergent and discriminant validity, advanced scale validation: known group validity, cross-cultural validity, nomological validity, predictive validity.

3. ***Literature Review***: Purpose of a literature review, Types of Literature Reviews - argumentative review, integrative review, historical review, methodological Review, systematic review, theoretical review, Structure of a literature review, Critical evaluation of each work - provenance, methodology, objectivity,

persuasiveness and Value, Four stages of development of literature review - problem formulation, literature search, data evaluation, analysis and interpretation, Organizing literature review - chronology of events, by publication, thematic ["conceptual categories"], and methodological, Sections of your literature review- current situation, history, selection methods, standards, Questions for further research, Issues to be kept in mind while writing literature review- use evidence, be selective, use quotes sparingly, summarize and synthesize, keep your own voice, use caution when paraphrasing., Common mistakes to avoid

4. *Case Writing and Teaching:* How to create a case teaching plan;, Different approaches for managing class discussion ;How to adjust their approach for case teaching to different audiences; and, Opportunities to use cases for exams and reports. Framing your case and creating an outline; Challenges, remedies and trade-offs when writing cases; How to create an effective teaching note; and, How to effectively manage the data collection and field research process.

5*. Action Research* : What, how and why of action research. Framing research questions. Exploring the current and the future state of affairs. Establishing action strategy & action plan to fill the gap between 'what is' and 'what is desired. Collecting and analyzing data. Reporting learning from this experience. Review of projects related to action research submission*.*

6. *Mendeley and Endnote Citation Tools:* Build and store personalized collections of references, Organize and manage these citations within folders, Build bibliographies, Automatically format and insert citations in papers you're writing, Two of these tools: End Note and Mendeley: EndnoteIndustry standard for citation management tools, Used by millions of researchers to search online bibliographic databases, organize references and related files, and create bibliographies and figure lists instantly, Mendeley, Is a new citation management tool that offers all the basic citation management tool features, Enables social networking with other researchers, Has a searchable crowd-sourced database approaching 100 million documents.

7. *Academic Writing: Thesis and Dissertation*: Logic and processes of writing a thesis or dissertation, Writing in academic style, Structure of Thesis, The introduction, title, contents, acknowledgements, abstract and appendices, Research problems and questions, Literature reviews ,Synthesis & developing an argument, Research design and methods, Research findings, Conclusions Editing and proof reading, Citing and referencing, Plagiarism, Defending your thesis or dissertation

8. *Research Paper Writing & Publishing:* Intentions for paper writing, Structure of scientific papers, Hourglass Model & King Model- Title, Abstract, Introduction, Body, Discussion, References, Parts of Abstract and Body, Writing for Publication, Journal Publications. Role of Reviewer, Editor in Chief, Associate Editor, Managing Editor, Publisher, Publication Process- Start to end, Conference Publication, Evaluating Publications- Citation Count, Impact Factor, The h-index, G index, Zhang's E index, M Quotient, Author Publication Index

PEDAGOGY:

Case study, Group games, Simulations, Participatory classroom sessions, Hands on experience on simple projects with easy to use software tools, Classroom lectures.

WHO MAY ATTEND:

Middle level and senior level managers involved in tactical and strategic decision making in any organization caring for data driven and data aided decision making.

PROGRAMME COORDINATOR:

Dr Manoj Kumar Dash, He had published more than 67 research paper in various journals of International and National repute. He is the author of five research books in International repute titled "Applying Predictive Analytics in Service Sector" , "Intelligent Techniques and Modeling Applications in Marketing Analytics", and "Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing" all published in IGI Global USA , "Applied Demand Analysis" and "Think New-Think Better: A case study of Entrepreneurship" published by Serial publication India and two text book on "Managerial Economics" published by Global Professional Publication United Kingdom, and edited five books till date. He received

several prizes in the Research Paper presentation competitions in both National and International Seminar/Conferences. Beside regular faculty in Indian Institute of Information technology and Management Gwalior, he is also visiting faculty in Indian Institute of Management (IIM) Indore Adjunct faculty in Lancaster University United Kingdom, visiting professor at Symbiosis Institute of Operation Management Nashik and G D Goenka World institute Gurgaon. He had conducted 26 Faculty Development Programme sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate analysis in Marketing, SPSS software etc. He delivered lecture as resource person and Key note speaker in 67 programme organised by reputed institute in India, i.e;, Indian Institute of Management Lucknow, IIITM Gwalior, ITS Mohan Nagar, SIOM Nashik, Utkal University and Berhampur University Orissa etc. He was involved as Chair Member in International Conference of Arts and Science held at Harvard University, Boston (USA), Five Research scholars awarded their Ph.D Degree under his able guidance, He visited two countries USA and Cyprus for presenting paper in international conferences. He can be reached by email at **manojctp@gmail.com**

SPEAKERS:

Many leading resource persons from Industry and academic Institutes like IIITM, IITs and IIMs will deliver the lectures. For details, kindly see the Annexure-1.

ABOUT PROGRAMME:

Programme duration   :   December 17- 22, 2017

Programme Commencement   :   10:00 AM on December 17, 2017

Programme Conclusion   :   8:00 PM on December 22, 2017

Venue   :   Management Development Programme (MDP) Centre, ABV-IIITM Gwalior

- ✓ Accommodation is arranged for participants from the afternoon of 16 December 2017.

- ✓ The Reception at MDC is manned round the clock.

- ✓ The Programme will be over by 8.00 pm on 22 December, 2017. Participants are requested to make their travel plan accordingly.

PROGRAMME FEES:

- The Programme fee for each residential participant will be 20,000/- plus **applicable taxes and cess**, which will cover only course fee. Participant is also required to deposit an amount of Rs.750/- per day for lodging and food.

- We would strongly discourage any candidate from enrolling as a non-residential participant, as the delivery of the programme has been optimized assuming a full immersion mode. However, in case a candidate wishes to join on a Non Residential basis due to some unavoidable reason, the programme fee for such participant will be **Rs. 20,000/- plus applicable taxes and cess.**

Please Note:
- Programme fees are to be paid in 'Advance', prior to the commencement of the MDP.
- Participants would have to make their own travel arrangements.
- Accommodation at ABV-IIITM Gwalior will be provided till 8.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- In case the programme is being cancelled by ABV-IIITM Gwalior, programme fees will be refunded in full to the organisation/person concerned.

HOW TO APPLY:

You can apply/nominate your personnel by submitting your CV and Application. Kindly provide mentioning full details of the participant(s), sponsoring authority/ organization, and other specifics. Upon submission of the application form, you will receive an acknowledgement mentioning a tentative date by which you may expect to hear from us regarding your selection.

The nomination(s) will be forwarded to the Director for his necessary consideration. Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the invoice. Payment must be processed within ten days of receipt of the invoice.

Please note that confirmation of participation is subject to receipt of Programme fees by ABV-IIITM Gwalior before Programme commencement.

Programme fees can be remitted online through Electronic Fund Transfer through NEFT/RTGS.
The details of making the payment can be found in the invoice email.

Upon remitting the fees online, kindly intimate the MDP Centre with the UTR No./relevant transaction details through email, so that we can connect your remittance to your nomination(s).

As on occasions, the number of applications is more than what we can accommodate, it would be ideal to submit your nominations 1 week prior to the MDP commencement.

Greater preference would be provided to firms that nominate four or more participants.

For any Inquiry, kindly contact:

Dr. J. P. Sharma
Administrative Coordinator
ABV- Indian Institute of Information Technology and Management Gwalior
Office: 07512449801, mobile: 9329755313
Email:jpbhatele@gmail.com

For all other details on administrative matters please refer to the 'Guidelines for Participants' on our website or e-mail to **jpbhatele@gmail.com**