Academic Writing, Publishing & Action Research

Lancaster University CETAD Session

Dr John Mackness retired from a full time academic career in 2010. He is now part-time Professorial Fellow at Lancaster University teaching and supervising Masters" degree students. Prior to 2010, John was full-time at Lancaster University. He worked in various capacities including the following:

Relationship Director with Sunway University College in Malaysia responsible for introducing, evaluating and managing jointly with Sunway Academics, three Masters Programmes and eight undergraduate programmes delivered via blended learning.
Operations Director of Lancaster University Management School Leadership Centre with responsibilities for building up face-to-face and e-learning leadership development programmes within the Centre.
Director of Learning, Innovation and Standards for the Centre for Excellence in Leadership
Director of Management Development Division (MDD) to develop and deliver management development programmes for organisations in public and private sectors.
Teaching MBA students in Operations Management, Systems Thinking and Managing Change

Ms Juliet McDonnell has worked with CETAD since 2005. She has extensive experience of work based learning and organizational development within the fields of healthcare and higher education. Her core areas of expertise include facilitation, supporting learning for personal and professional development. She currently has a portfolio of work, which includes teaching, learning, research and consultancy. Juliet also works in private practice as a UKCP registered psychotherapist.

Specialties: Teaching and learning for professional practice; learning & change in professional contexts; postgraduate work based study and assessment; action learning; knowledge management and organizational learning; existential psychotherapy.

Prior to joining Lancaster University as a Post Graduate student mentor**, Mr Alan Ross** worked at the BBC for thirty-four years

He commenced with the BBC as an engineer. When he left the BBC in 2014, Alan was a senior manager. Alan loves to make changes that made a difference - benefiting colleagues, audiences and the BBC. He was responsible for all aspects of technology and operations for the BBC's 15 regional TV centers and 40 local radio stations across England. Over the years Alan developed his leadership, strategic and operational management skills to encourage innovation, collaboration and successful project delivery from his teams. He believes that the success of any organization depends on its people, engaging them in its vision and supporting them to achieve their potential. Helping current and future leaders to achieve their business ambitions is now his main focus.

He has experienced work-based learning, studying for an MBA while balancing the demands of work, so he can empathize with the pressures this can bring. He also trained at the BBC as an executive coach. It's this mix of experience and skills that he hopes will be of benefit to those participants that he will have the privilege to mentor.

Away from work Alan enjoys voluntary activities with the Princes Trust, an eclectic taste in music, photography and succumbing to the lure of the latest technological gadgetry.

Action Research (Review of Projects/ Thesis)

Dr. Rajen Gupta is Professor, of Organization Behavior. Previously he worked with Management Development Institute, Gurgaon. Academically he has a special interest in the linkage between Indian culture and management. A collection of his papers on this theme has already been published. He has four books and over 100 scientific publications to his credit. He is also on the International Editorial Boards of a number of journals such as International Journal of Cross-Cultural Management (Sage, London), Journal of Research Practice (Online journal) and International Journal of Indian Culture and Business Management (Inder science, Switzerland). Currently, he is a member of the Customer Service Committee of Bank of Baroda. He has been appointed a member of the Advisory Group on HR Issues of Public Sector Banks set up by the Ministry of Finance, Government of India. He is also a member of the Expert Group on Psychology set up by the Indian Council of Social Science Research (ICSSR) for the next survey of research apart from being on the Advisory Committee of a large research project funded

by ICSSR. He is on the academic advisory bodies of a number of management institutes and is often involved in faculty selection processes, doctoral thesis examination.

Education: He is Fellow from Indian Institute of Management, Ahmadabad, and BTech. (Electrical Engineering) from Indian Institute of Technology, Kanpur

Session Details
- 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

Case Writing and Teaching

Srinivas Gunta has been a faculty member in the Strategic Management area at the Indian Institute of Management Indore. His research work is in the domain of resource-based view where he focuses on how firms build and develop their capabilities to overcome constraints, exploit opportunities and continue growing. He was the recipient of the Infosys Fellowship for research in Information Technology at IIM Bangalore A paper co-authored by him was selected for the Best Paper Proceedings and nominated for the Carolyn Dexter Award at the 2008 Annual Academy of Management Conference. He has also won several best teacher awards.

Education: BE, MBA,FPM, Indian Institute of Management Bangalore

Session Contents:

- 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

Research Paper Writing & Publishing &Academic Writing: Thesis and Dissertation

Sudhanshu Rai is currently an Associate Professor of innovation in emerging economies and Director of Indian relations at the Department of inter-cultural communication and management, Copenhagen Business School. He is also the founder of the Mind science in society for innovation, with latest research project www.cocreatech.dk and the founder of iVATION Consulting. His other research areas are innovation in emerging economies, Co-creation of innovation, Entrepreneurship, Institutional logics, Indian reasoning, and Knowledge management.

At the Copenhagen Business School he teaches several Masters and undergraduate courses. At the masters level he has taught, Knowledge Management, IT as a resource, ICT in developing countries, Project management, Co-creating experience based innovation, etc. Currently he is responsible for three Master level courses, a) Innovation in flux, an emerging economy perspective on innovation. b) Shoes for the cobblers children, how to build business models, c) Landscape of the visionary, using contemplative techniques for innovative thinking. Sudhanshu sits on several boards. His recent appointment to the board of the Lauria University for applied science has acknowledged his international stature in the fields of co-creation of innovation. Sudhanshu has led several large EU funded projects, for instance he coordinated the Euro-India project which mapped India's innovative potential and collaborative capacity. This project provided a robust and basic understanding of where Indian firms stand on technology innovation and the role of consultants during the innovative process. Today his work is used as a base line for Indian related policy making at a micro level. He also coordinated the EU-Asia project that sought to raise the livelihood of entrepreneurs in China, Vietnam, and Philippians

Education: MSc Economics, Institute of Economics, University of Copenhagen, Denmark.
MSc International Economics Banking & Finance, Cardiff Business School, University of Wales.PhD, Information Technology, London School of Economics & Political Science, LSE UK

Dr Snehlata Jaswal is currently Associate Professor at L M Thapar School of Management, Thapar University. Dr Jaswal completed PhD from the University of Edinburgh, UK, currently ranked 21st in the world (QS Ranking 2015/16). Assistant Specialty Chief Editor for Frontiers in Cognitive Science, an international journal published from Switzerland. Dr Jaswalhas designed and taught courses

Experimental Psychology, Systems and Theories of Psychology, Psychological Testing, Object Perception and Memory & Cognitive Science for post graduate students.

1. Awarded Chevening Scholarship by Foreign and Commonwealth Office, UK, for the course "Women in Leadership and Management" at the University of Bradford; among 12 women selected from all over India
2. Awarded "Best paper in the session" for presenting a paper on Post Retirement Blues: A Different Hue for Defence Personnel in the 7th International and 38th National Conference of the Indian Academy of Applied Psychology
3. Selected to be among eight 'Creative Teachers' in the North India by the Indian Express Group of Newspapers,Chandigarh
4. Gridley Grant by EPS for Conference Presentation at Cambridge

Dr Sunil Khere advised leading corporates in India, UAE, and USA on strategy formulation, evaluation, and implementation. Dr. Khare hails from the Fisher College of Business, The Ohio State University, Columbus, OH, USA. He taught at the Fisher for about 6 years. He earned his Ph.D. in Business Administration (Strategy major) from same college. He has also earned MBA (Finance and Marketing), CFA, and BE (Electronics and Telecommunication) in India and was awarded a gold medal in CFA Beta Group along with national scholarships. Currently he is Director of Jagran Business School at Bhopal.

Prof. R Sahu is a Professor at the institute. Dr. Sahu has done his PhD from IIT, Kharagpur after completing his M.Sc (Engg.) and MIM. He has been associated with the teaching profession for the past 20 years, and has been closely involved with industrial consultancy projects, and as an external Consultant for IIT, Kharagpur. Management Consultancy has been his forte. He has been associated with prestigious projects in the past, and has also published about 90 papers in his areas of proficiency and interest. His primary areas of interest are Systems Approach to Management, Business Process Management, Business Analytics, e-Commerce, and IT enabled Services. He is currently the Secretary of Systems Dynamics Society of India.

Research Paper Writing & Publishing

Session Contents:
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
Peer Review Process
Conference Publication
Evaluating Publications- Citation Count, Impact Factor, The h-index, G index, Zhang's E index, M Quotient, Author Publication Index

Academic Writing: Thesis and Dissertation

Session Contents:
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 proofreading
Citing and referencing
Plagiarism
Defending your thesis or dissertation

Literature Review

Prof. S. G. Deshmukh is currently Director at ABV-IIITM Gwalior. His professional interests include quality management, supply chain management and information systems. He has been actively involved in modeling and simulation of manufacturing and service systems from quality point of view. The theme of integration has been actively pursued, be it integration of power systems, integration of procurement and production distribution systems or integration of quality systems, The area of service quality has been actively pursued in the domain of health care, and education systems. He is on the editorial board of international journals such as International Journal of Systems and Engineering; He has been coordinator of Applied Systems and Research Programme, and Quality Improvement Programme at IIT Delhi.

He has authored/co-authored several books including one on Supply Chain Management. He has been a consultant to many leading organizations. Dr S G Deshmukh is recipient of Lillian Gilbreth Award of IIIE, Eminent Engineer Award of Institution of Engineers, Rama Swamy Cup of IIIE, several best paper awards besides Best Book Award of ISTE (2011-12) and Lifetime Achievement Award of Systems Society of India. Dr S G Deshmukh is affiliated with IIIE, ISME, POMS, NCQM & Aeronautical Society and other professional organizations. He also serves on the Academic Advisory Group of PMI.

Education: B Tech, M Tech, PhD Indian Institute of Technology, Bombay

Session Contents:
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

Academic Writing & Advance Grammar

Dr. Vidhu Gaur is a faculty of Business Communication in MDI Gurgaon. She is MBA and holds Doctorate Degree in English Literature from University of Kota, Rajasthan. She also holds a Post Graduate Diploma in Communication Management from ISC Pune. She is a certified Soft Skill Trainer and a Life Member of Indian Society of Training & Development, Bangalore Chapter. She has more than ten years of experience in teaching Communication and Soft Skills. She has both critical and creative writings to her credit published in reputed journals and leading newspapers. She has published one book with ISBN and has more than two dozens of Research Papers to her credit. She has presented Papers in National and International Conferences in India including prestigious institutes like IIM Bangalore, IIT Delhi & Curtin University, Australia. She is on the editorial board of many International journals and reviews case studies, research papers and chapters of books published by renowned houses.

Contents:
Introduction to academic writing, the paragraph, academic vocabulary

The paragraph: cohesion and order (compare/contrast, logical and chronological)

Essay introductions, essay conclusions, brain storming 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

Scale Development

Prof. J P Verma is currently working as Professor (Statistics) at Lakshmibai National Institute of Physical Education (LNIPE) Gwalior.Prof. Verma has served Vice Chancellor & Director of the same institute. He has experience of more than thirty five years of teaching and research. This institute is a deemed university under the Ministry of Youth Affairs and Sports, Govt. of India.

Education: Master's degree; in Statistics, Psychology and Computer Application & PhD in Mathematics.

Dr Manoj Das is currently working as Assistant Professor of Management, Indian Institute of Information Technology, Gwalior. Dr Das had conducted 22 Faculty Development Programme sponsored by AICTE, MHRD, and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria

Optimization, Multivariate analysis in Marketing. Dr Das has more than 100 publications spanning outlets that include books, refereed journals, conference papers, the popular press, case studies, book chapters and working papers.

Education: He earned his Ph.D. in Econometrics from Berhampur University, Berhampur (Orissa), MPhil. (Econometrics)& MBA in Marketing from the same university

Session Contents:
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.

Mendeley and Endnote Citation Tools

Dr Vishal Vyas is Asst. Professor of Financial Econometrics at Indian Institute of Information Technology (Autonomous Institute of MHRD, Government of India) Gwalior. Vishal has a PhD in Financial Econometrics and an MBA in Finance from Vikram University. He has more than 15 Years in Teaching, Consulting and Conducting MDP in Financial Econometrics. He has many research publications that include books, refereed journals, conference papers, the popular press, case studies, book chapters and working papers.

Harvard/ APA citation styles
    Citation tools enable you to:
- 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: EndNote and Mendeley
    Endnote
- Industry 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