



2024

RESEARCH WRITING AND PUBLICATION

WORKSHOP THEME:
EXPERIMENTAL RESEARCH

REGISTRATION LINK :

<http://cuh.ac.in/rwp/rwp.html>

One Week Virtual
International Workshop

CENTRAL UNIVERSITY OF
HARYANA, INDIA
SCHOOL OF BUSINESS AND
MANAGEMENT STUDIES

09-13 DECEMBER
2024

TIMINGS:

4:00 PM - 8:00 PM* (IST)



EXPERT SPEAKERS



**PROF. AMITAVA
CHATTOPADHYAY**

Associate Editor
Journal of Marketing
FT-50, ABS-4*, ABDC – A*



**PROF. DIPAYAN
BISWAS**

Editor in Chief
Journal of Business Research
ABDC - A



**PROF. JACOB
GOLDENBERG**

Co-Editor (In-Coming)
Journal of Consumer Research
FT-50, ABS-4*, ABDC – A*

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SCHOOL OF BUSINESS AND MANAGEMENT
STUDIES



EXPERT SPEAKERS



PROF. KAPIL TULI

Co-Editor
Journal of Marketing Research
FT-50, ABS-4*, ABDC – A*



PROF. RAJESH BAGCHI

Co-Editor
Journal of Consumer Psychology
FT-50, ABS-4*, ABDC – A*



PROF. SARA KIM

Associate Editor
International Journal of Research In
Marketing,
ABS-4, ABDC - A*



PROF. TONY KONG

Associate Editor
Journal of Management
FT-50, ABS-4*, ABDC – A*



PROF. ZACHARY ESTES

Associate Editor
Journal of Consumer Psychology
FT-50, ABS-4*, ABDC – A*

TOPICS

- What is Innovative Research, What is Its Value and What Are The Risks
- Experimental Research: What, Why, How, Types and Its Differences From Other Methods
- Conceptualising and Designing Experiments
- Designing and Testing Scenarios and Manipulations in Experimental Research
- Analysis in Experimental Research
- Reporting Results in Experimental Research
- How To Do Impactful Experimental research.
- Conceptualise, Design and Implement Good Experimental Research: My Experience As Author and Editor

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PROF. TANKESHWAR KUMAR

Workshop Patron
Vice-Chancellor
Central University of Haryana



PROF. SUSHMA YADAV

Workshop Co-Patron
Pro Vice-Chancellor
Central University of Haryana



PROF. RANJAN ANEJA

Workshop Director
Dean, School of Business and Management Studies,
Central University of Haryana



DR. AJAY KUMAR

Workshop Convener
Department of Management Studies
Central University of Haryana



MR. VIKASH

Organising Secretary
Department of Tourism
& Hotel Management, CUH



DR. BHUSHAN

Organising Secretary
Department of Commerce
CUH

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ABOUT THE UNIVERSITY

The Prime Minister of India, in his address to the nation on August 15, 2007, announced the establishment of one Central University in each of the states that did not have a central university. Subsequently, the Central Universities Act 2009 (No. 25 of 2009) provided for the establishment of Central University of Haryana as one of the new Central Universities. The University is funded and regulated by the University Grants Commission (UGC) and Ministry of Education, Government of India. Its territorial jurisdiction extends to the whole State of Haryana. The President of India, Her Excellency, Shrimati Droupadi Murmu is the Visitor of the University. Prof. Tankeshwar Kumar is the Vice Chancellor of Central University of Haryana. The Central University of Haryana is spread across 488 acres of lush green landscape in the Mahendergarh district of Haryana. The university is accredited with 'A' grade by NAAC and ranked in band of 150-200 of NIRF. The university is one of the fast emerging Central Universities with 72 academic programmes, 35 departments, 200+ faculty, and 450+ researchers and over 3500 students from more than 20 states of India.

ABOUT SCHOOL OF BUSINESS AND MANAGEMENT STUDIES

The School of Business and Management Studies was established in 2010 with the name 'School of Law, Governance, Public Policy and Management'. Subsequently, in 2020 the school was renamed as School of Business and Management Studies. Currently, four departments are functional under the school – Department of Management Studies, Department of Economics, Department of Commerce, and Department of Tourism and Hotel Management. The school offers master and PhD degrees across management, economics, commerce and tourism disciplines. The school has been forerunner in producing high quality policy-oriented research. The faculty members of school are serving as Guest Editor, Associate Editor for premier journals including Journal of Business Research, International Journal of Consumer Studies, Journal of Public Affairs, Cognet Economics & Finance etc. Faculty of department have published papers in multiple A category journals with impact factor is as high as 15.10.

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ABOUT THE WORKSHOP

The academic community is strongly encouraged to publish only in journals of repute. UGC and globally renowned institutions refer to the list of journals which scholars are motivated to refer when publishing. This objective would not be fulfilled unless the stakeholders are not aware of the current trends of research. Recently, experimental research has been the preferred type of research for top journals. Keeping the importance of experimental research in mind, the theme of this year workshop is kept as "Experimental Research". The workshop is conceptualized in such a way that all aspects related to experimental research are discussed at length. Seasoned researchers in experimental research across the globe are the expert speakers and will share their knowledge about conducting experimental research. Workshop will have 8 speakers and these speakers comes from top journals which include FT-50, UK-ABS Level 4*, ABDC A*. From the list of 8 speakers this year, 6 are from FT-50 journals. You are welcome to be part of this learning extravaganza over the five days.

Mode of Workshop

The workshop will be held in virtual mode through Cisco WebEx. All participants will be given e-certificates after successful completion of workshop. Participants need to attend all the sessions for getting eligible for e-certificate.

Who Should Attend:

Faculty Members, Research Scholars, Executives from Industry and anyone who wishes to publish in top tier journals.

Important Dates

Date of opening of registration & Fee Payment	01 September, 2024
Date of closing registration & Fee Payment	01 December, 2024
Date of workshop	09-13 December 2024
Duration of workshop	One week
Timing of workshop	4 PM to 8 PM* (IST)

Workshop email Id: researchsbms@cuh.ac.in
Workshop Website: <https://cuh.ac.in/rwp/rwp.html>

FEE OF WORKSHOP**

• Students/scholars of with CUH affiliation	INR 1500
• Students/scholars from Indian Institutes	INR 2000
• Faculty Members/Academicians from Indian Institutes	INR 3000
• Students/scholars from foreign institutes	USD 50
• Faculty Members/Academicians from foreign institutes	USD 100
• Participants from industry/Free Lancer/Independent Researcher	INR 5000

****Fee once paid will not be refunded in any case.**

Contact Information:

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Dr. Ajay Kumar, Assistant Professor, Department of Management Studies, CUH.	Ph. +91 8222082999
Mr. Vikash, Assistant Professor, Tourism & Hotel Management, CUH.	Ph. +91 9992153155
Dr. Bhushan, Assistant Professor, Department of Commerce, CUH.	Ph. +91 9805648175

*Keeping Speaker's Time Zone in Mind, Some Time May Change

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