

## About Speakers

**Prof. Yogesh K. Dwivedi** is a Professor of Digital Marketing and Innovation, and Director of the Emerging Markets Research Centre (EMaRC) in the School of Management at Swansea University, Wales, UK. His research interests are in the area of Information Systems (IS) including digital and social media marketing particularly in the context of emerging markets. He has published more than 250 articles in a range of leading academic journals and conferences. He has co-edited/co-authored more than 20 books; acted as co-editor of fifteen journal special issues; organised tracks, mini-tracks and panels in leading conferences; and served as programme co-chair of 2013 IFIP WG 8.6 Conference on *Grand Successes and Failures in IT: Public and Private Sectors* and Conference Chair of IFIP WG 6.11 I3E2016 Conference on *Social Media: The Good, the Bad, and the Ugly*. He is an Associate Editor of *European Journal of Marketing* and *Government Information Quarterly* and Senior Editor of *Journal of Electronic Commerce Research*. More information about me can be obtained from: <http://www.swansea.ac.uk/staff/som/academic-staff/y.k.dwivedi/>.



**Prof. N. K. Sharma** is an academician and a scholar of excellence, with a Ph.D in psychology. He has worked at various important academic as well as administrative position at the Department of Industrial & Management Engineering at Indian Institute of Technology Kanpur. His research interest are Cognitive Psychology, Engineering Psychology and Consumer Psychology. Besides delivering various lectures at reputed places in India and abroad he has designed various courses for ISTD and educational films. He is member of various important academic bodies; Contact: [nksharma@iitk.ac.in](mailto:nksharma@iitk.ac.in)



**Prof. G. P. Sahu** is Professor and Head, School of Management Studies, Motilal Nehru National Institute of Technology Allahabad, India. He has more than 20 years of teaching and research experience. He completed his one-year Post-Doctoral Fellowship program from California State University Monterey Bay, California, US. He was Visiting Professor at California State University Monterey Bay, US during year 2014-2015 for one year. Dr. Sahu holds PhD in Management from Indian Institute of Technology Delhi, India. His research interests are in the areas of MIS, E-governance, Green Information Systems, etc. Dr. Sahu has



published around 90 research papers in international journals and conferences. He has coordinated a few international conferences. He has also edited eight books in the area of MIS and E-governance. Dr. Sahu has acted as a reviewer for international journals. He is also a Guest Editor with International Journal of Electronic Governance. Dr. Sahu has been on the jury for the CSI-Nihilent E-governance National Awards, India.

**Dr. Tripti Singh** is working as an Associate Professor at the School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. Her interest areas are Strategic Human Resource Management and supply chain networks. She has to her credit around 45 research papers in international and national journals and 22 papers in various international conferences in India and abroad. She has guided eight PhD scholars and two are under progress. She is a recipient of Best Woman Researcher Award in 2011, conferred by IJSTD. She is a reviewer of TQM Journal, Emerald Publishing, Journal of Humanitarian Logistics and Supply Chain Management, Emerald Publishing Journal of the International Academy for Case Studies (JIACS).



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**Prof. Rajeev Tripathi**  
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## Short Term Training Program on Publishing Research in High Value Journals July, 16-21, 2018



Organized by:  
**School of Management Studies**  
**Motilal Nehru National Institute of Technology Allahabad**  
Allahabad – 211004 (India)



**Preamble :**

The inherent value of a research is established if it, cooperates in its design the potential to percolate deep down for the cause and benefit to not only academia but also to society and humanity at large. The process of scientific research is useful if it sees the dawn of publication The daunting challenge of getting academic paper published weighs on mentoring and knowing a systematic approach of carving out right piece of knowledge which interests the readers and complies with the journal standards. The training program on "Publishing Research in High Value Journals" is an attempt to address the issues pertaining to writing research papers in the management and social sciences arena.

This Short Term Training Program aims to train the participants in understanding the various categorical challenges of identifying high value Journals, tailoring the research as per the journal standards on one hand as well as establishing the validity and reliability of the research itself. The nuances of writing and communicating Research Papers would be dealt in detail.

The training program would be useful for professional development of teachers, trainers, researchers and professionals.

**Objective of the Workshop:**

1. To invigorate innovative ideas for research
2. To develop a high value research design with a potential for publication
3. To identify high value journals and handle the process of review and publication

**Topics:**

Defining Problem, Theory Development, Theoretical Contribution, Methodological Issues, Instrument Development, Writing and Communicating Research Papers, Factors influencing acceptance of research paper and Reviewing of Scholarly Articles.

**Pedagogy:**

**Practical examples** group discussions, conceptual lectures and experience sharing are some of the techniques that would be employed in the Short Term Training Program. The participants would be expected to actively participate in the class as well as invest time and effort.

Hands on experience of latest statistical tools and methods which have acceptability of publication.

**Who can participate:**

Faculty Members, Research Scholars, Post graduate students and Industry professionals, actively pursuing research in the field of relevant areas of Engineering and Social Science viz.

**Accommodation:**

Assistance will be provided on request for booking of accommodation at Executive Development Centre, MNNIT on payment basis subject to availability.

**Registration Fees:**

The following non-residential fee per participant is payable by cash or through a demand draft in favour of **SMSSTTP 18** payable at Vijaya Bank, Allahabad.

- Industry Professional; 10,000/-
- Faculty; 8,000/-
- Students 5000/-

Last Day of Submission of Online application form: 10<sup>th</sup> July 2018

Website :<http://www.sttpsms.com>, [www.mnnit.ac.in](http://www.mnnit.ac.in)

**Criteria for Shortlisting :** First come First Serve basis

**Motilal Nehru National Institute of Technology Allahabad** (MNNIT) is an Institute with total commitment to quality and excellence in academic pursuits. With over 45 years of experience and achievements, in the field of technical education, it has traversed a long way. With the enactment of National Institutes of Technology Act-2007 , the Institute has been granted the status of Institution of National Importance. The Institute now offers nine B.Tech., nineteen M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) and Master of Social work (M.S.W.) programmes and also registers candidates for the Ph.D. degree. The Institute has been recognized by the Government of India as one of the centers for the Quality Improvement Programme for M.Tech. and Ph.D. The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) (2002-2007). Two state level institutions are networked with MNNIT under the project.

**School of Management Studies** (SMS) has created a coveted niche for itself in Management Education of the country. Established in 1996, SMS offers one full time PG degree program, viz. Master of Business Administration (MBA). Intake of the student in MBA is of 62 students. Students get the advantage of dual specialization, out of – Systems Management, Marketing Management, Financial Management, Human Resource Management, International Business and Operations Management. SMS also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time and off campus candidates. The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized with MHRD and AICTE collaboration.

**Allahabad ;** The city better known as "PRAYAG" is well known through out the country for its contribution in nation building. Its a holy and religious place and the meeting point of three most pious rivers namely Ganga, Yamuna and Saraswati. The city has always been associated with well known personalities of the country which has aggrandized the glory of the city. It has many governmental institutions which includes MNNIT, High Court of UP, Allahabad University & tourist places like Sangam, Anand Bhawan, Narayan Ashram etc.

**How to reach MNNIT Allahabad ;** Allahabad city is situated in the north part of India in the Oudh region of state of Uttar Pradesh. It is well connected with flights, rail and road transport to other parts of India. Daily trains, buses and flights are available from major cities in India. Allahabad domestic airport named Bamrauli airport, is 15 km away from the heart of the city and is connected to metros like Delhi, Kolkata and Lucknow. Very good road services are available in Allahabad. UPSRTC buses give service to most of the cities in Uttar Pradesh. From Allahabad bus services are available to Delhi (650 km) and Kolkata (800 km). Allahabad has a major railway station in the heart of the city and is well connected to all the important cities in India.

**Short Term Training Programme on Publishing Research in High Value Journals**

**July 16-21, 2018**

**Organized by:**

**School of Management Studies  
Motilal Nehru National Institute of  
Technology Allahabad**

**REGISTRATION FORM**

Industry Professional  Faculty  Students

Name : .....

Designation : .....

Organization : .....

Address for Communication : .....

.....

Phone : (Off.)..... Mobile.....

E-mail : .....

**Payment Mode : Demand Draft  Cheque**

Drawn in favour of Vijaya Bank, payable at Allahabad, in the name of **SMSSTTP18** DD No/Cheque No ..... Date ..... Amount .....

Bank ..... For NEFT Transfers; IFSC Code VIJB0007184, Branch Code : 007184, Vijaya Bank MNNIT Branch Allahabad; Account No;718400301000314

**Accommodation Assistance required:** Yes / No

If yes, From .....To .....

Date: ..... Signature

(Signature of the Forwarding Authority)  
(Photocopies of the Registration Form may be used)  
For queries email at : [smssttp@gmail.com](mailto:smssttp@gmail.com)