



**CHITKARA**  
UNIVERSITY

**CHITKARA BUSINESS SCHOOL**

Online Workshop on

*Art*

**OF WRITING A  
RESEARCH PAPER**

May 25 - 29, 2020

[www.chitkara.edu.in/art-of-writing](http://www.chitkara.edu.in/art-of-writing)

## INTRODUCTION

There is consistent demand on academicians to produce good quality research papers. This demand is institutionalized in the requirements laid down by the regulatory bodies and the strategic attempts by educational institutions to manage research. Keeping this demand in mind, the objective of this workshop is to unpack what constitutes a *great* research paper and outline the pleasures and pitfalls of writing it. With the help of some characteristic examples and activities, the workshop will serve as a practical guide to the art of writing papers.

## WORKSHOP CONTENTS

- Generating and choosing an idea
- Connecting with the reader
- Literature review
- Making claims and supporting them
- Drafting a research paper
- Citations and referencing
- Abstract, title and keywords
- Review papers
- Qualitative and mixed methods research
- Unique/contemporary methodologies in research
- Plagiarism and ethics of paper writing
- Top reasons for rejection of papers
- Journal selection
- Manuscript communication to journals
- Replying to reviewer comments
- Ensuring maximum downloads of papers
- Building research networks

## TOOLS AND TECHNIQUES

Lectures, activities, quizzes and discussions

## MAJOR TAKEAWAYS

- An understanding of desirable practices in research
- Comprehending what reviewers want
- Dispelling some major research myths
- Looking forward to research with greater confidence

## WHO SHOULD ATTEND

Faculty members, research scholars, practitioners and students

## TIMINGS

10:00AM to 1:00PM daily\*

*\*Detailed day wise schedule will be shared with the participants upon registration*

## PARTICIPATION FEE\*

INR 750/- per participant

*\*Participation fee includes study material (special booklet, research papers and exercises)*

## REGISTRATION

Duly fill and submit the registration form available at <https://paym.chitkara.edu.in/art-of-writing/>

## CERTIFICATE OF PARTICIPATION

Chitkara Business School, Chitkara University will issue a certificate of participation to each participant.

## ABOUT RESOURCE PERSON



### **Namrata Sandhu, Ph. D.**

Namrata Sandhu has sixteen years of experience in research, consulting and teaching graduate management courses, both in India and abroad. She has authored three books and published over 60 research articles in journals of academic repute such as *Development Policy Review*, *Development*, *Journal of Financial Crime*, *Global Business Review*, *Journal Transition Studies Review*, *Journal of Human Values*, *International Journal of Business and Globalisation*, *Paradigm*, *Business Perspectives and Research*, *Indian Journal of Women and Social Change*, *FII Business Review* etc.

In the capacity of a consultant she has worked with United Nations Development Program and Metamorph Consultants, Mumbai. She delivers workshops on the Art of Research, Qualitative & Mixed Methods Research and Writing Review Articles.

She regularly presents her research at various international and national conferences and has won the best research paper award four times (2015 IMRA-IIMB International Conference, Indian Institute of Management, Bangalore, December 2015; Fourteenth AIMS International Conference on Management, Mudra Institute of Communications, Ahmedabad, December 2016; International Conference on Management and Information Systems, Bangkok (Thailand), September 2017; Chitkara University Doctoral Consortium, Chitkara University, Chandigarh, May 2019). She also acts as session chair/discussant/resource person at many of these conferences. She is the recipient of the *Outstanding Young Woman Researcher Award* (2015) from AIMS International, *USA and Research Excellence Award* (2017) from Chitkara University, Punjab. Her areas of interest include Ethics, Finance and Gender Studies.

She is currently employed as a Professor with Chitkara Business School, Chandigarh. She can be reached at [namrata.sandhu@chitkara.edu.in](mailto:namrata.sandhu@chitkara.edu.in)

### ABOUT CHITKARA UNIVERSITY

Chitkara University is a leading non-profit University in North India with campuses in Chandigarh, Punjab and Himachal Pradesh. Its programs in various academic disciplines are consistently ranked among the top 50 in the country. These rankings bear testimony to the enduring commitment, outstanding faculty and the rich learning environment of Chitkara University. Chitkara, as a brand, brings with it a reputation that has been earned through years of serving the career needs of the student community. Chitkara graduates are highly sought after by the industry. The Chitkara brand is synonymous with excellence and innovation. For more information, log on to <http://chitkara.edu.in>



### ABOUT CHITKARA BUSINESS SCHOOL

Chitkara Business School was established in 2008. Since its inception it has earned an enviable reputation for outstanding academic turnout. The programs run by Chitkara Business School enable the students to find the route to success at the intersection of theory and practice. The programs help students discover and implement innovative solutions to real world problems. The endeavor of Chitkara Business School is to expose the students to the latest business trends and gear them to face the challenges of the corporate world. The School's holistic approach to learning equips the students with the total skill set – knowledge skills, soft skills and heart skills, required to become a valuable asset to the industry and society. For more information, log on to <http://chitkara.edu.in/cbs>



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