



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)



# SRM INSTITUTE OF SCIENCE AND TECHNOLOGY FACULTY OF MANAGEMENT WORKSHOP

ON

## SHARPENING RESEARCH THINKING: FROM ANALYTICAL LITERATURE REVIEW TO IMPACTFUL SCHOLARLY COMMUNICATION

Resource person

**DR. ARTI KALRO**

Professor (Marketing)

Shailesh J. Mehta School of Management  
(SJMSOM), IIT Bombay



**DATE**



**20 JUNE, 2025**

**ROOM NO: MOO3**

**09.30 AM - 01.30 PM**

**Prof. Shivganesh Bhargava**  
DEAN - FoM  
SRMIST

### FACULTY CO-ORDINATORS

- **FACULTY**
- **RESEARCH SCHOLARS**

**Dr. P. S. Rajeswari**  
Associate Professor  
Chairperson - Ph.D Program  
FOM-SRMIST

**Dr. V. Mohana Sundari**  
Assistant Professor  
Coordinator - Workshop  
FOM-SRMIST





## **SESSION 1 PLAN**

### **[9:30 AM TO 11:00 AM]**

**THINKING ANALYTICALLY - LITERATURE REVIEW ALIGNED TO RESEARCH DESIGN**

**WHY LITERATURE REVIEWS MATTER: FRAMING THE PROBLEM, IDENTIFYING GAPS, AND BUILDING ON PRIOR WORK**

**BEYOND SLRS: NARRATIVE REVIEW, CRITICAL REVIEW, INTEGRATIVE REVIEW, SCOPING REVIEW—DEFINITIONS AND WHEN TO USE EACH**

**DESIGN-DRIVEN REVIEW: MAPPING RESEARCH GAPS TO RESEARCH DESIGN (QUALITATIVE, SURVEY-BASED, EXPERIMENTAL, CASE STUDY, MIXED METHODS) TO FRAMING CONCEPTUAL MODEL**

**RESEARCH DESIGNS: BRIEF INTRODUCTIONS**

**TEA BREAK FROM 11:00 AM-11:30 AM**

## **SESSION 2 PLAN**

### **[11:30 AM TO 1:30 PM]**

**TELLING YOUR RESEARCH STORY - EFFECTIVE PRESENTATION AND SCHOLARLY COMMUNICATION**

**MULTI-STUDY, MULTI-METHOD APPROACH: ILLUSTRATIVE EXAMPLES OF TWO TO THREE RESEARCH PAPERS FROM IDEA TO EXECUTION**