





#### SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

# FACULTY OF MANAGEMENT WORKSHOP

ON

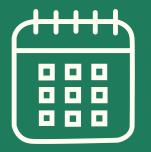
SHARPENING RESEARCH THINKING: FROM ANALYTICAL LITERATURE REVIEW TO IMPACTFUL SCHOLARLY COMMUNICATION

Resource person

### DR. ARTI KALRO

Professor (Marketing)
Shailesh J. Mehta School of Management
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20 JUNE, 2025

**ROOM NO: MOO3** 

09.30 AM - 01.30 PM

Prof. Shivganesh Bhargava
DEAN - FoM

SRMIST

**FACULTY CO-ORDINATORS** 

#### **PARTICIPANTS**

- 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













QS 4 Star Rated Globally









## **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