

Session: Workshop(2D)

2 Mar (3:20-4:10)

Session Chair: Ashish Mehra, Symbiosis University of Applied Sciences

Refining Research Paper Drafting: A Comprehensive Workshop for Academicians, Professionals, and Early Researchers

In the ever-evolving landscape of academia and professional research, the ability to articulate and publish impactful research is a vital skill. This workshop, titled "Refining Research Paper Drafting," is meticulously crafted to cater to the needs of academicians, professionals, researchers, scholars, and early-career enthusiasts. The comprehensive session addresses the intricacies of effective research paper preparation, covering essential criteria such as Relevance, Methodology, Originality, Implications, Plagiarism, and References.

Designed as a valuable resource for early researchers, the workshop focuses not only on skill enhancement but also on demystifying the challenges of navigating high-impact journals. Attendees will benefit from practical insights, hands-on exercises, and strategies to overcome common barriers that hinder successful publication. The aim is to empower participants with the knowledge and tools necessary to elevate the quality and visibility of their research contributions, fostering a culture of impactful scholarly communication in a competitive and dynamic academic environment.

Dr. Suraj Shah is educational professional with more than 10 years of teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research as a Chairperson-SAS GUNI Global Centre for Analytics, Assistant Professor- GUNI CMSR, Program coordinator -MBA- Business Analytics.

Being a passionate researcher, he has presented more than 35 research papers in various international and national conferences. He has more than 20 publications in national and international journals and 8 book chapters and 2 books to his credit. He has been awarded more than fifteen Best Research Paper Awards at various national and International level Conferences. He was awarded very prestigious "Outstanding Young Management Researcher Award" By AIMS International in January 2022.

He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in 2021 at Ganpat University.

He was also awarded a gold medal under "best research paper presenter category- west zone" at AIMS annual convention 2017, Pune. He has authored a book entitled "Cause Related Marketing- Insights from Consumer Behavior Perspective (ISSN- 2320- 0901). His area of interest includes Cause Related Marketing, Consumer Behavior, Research Methodology, Business Analytics, Marketing Analytics, HR Analytics, Research Methodology, Data Advanced Analytics using SPSS and AMOS, and International business.