

26th June 2024, Session-01

A Report

on

“Making Research Memorable, Publishable and Impactful: Appreciation and Understanding Data needs”

Prof. Rabi Narayan Subudhi, CUTM (SoM)

Formerly with: KIIT, VIT, BU,

Former Editor, UGC CARE listed journals

Time: 10:00AM to 11:15AM

Speaker’s Profile: Prof. Subudhi is a Senior Professor of Management with a total teaching experience of over 34 years, presently with School of Management, KIIT Bhubaneswar. Earlier, he served Berhampur University Odisha for 20 years, and VIT University Vellore for 1 year. In 2007, he joined KIIT University as Professor of Management. He was Chairperson of MBA Prog of KIIT University, for over 4 years. After completing Masters & M. Phil. degree in Statistics, he completed his Ph.D. (in Management), with Senior Fellowship (SRF) from CSIR. He is also an alumnus of IIM Ahmedabad, where he completed FDPM. Currently he is associated with Centurion University of Technology and management as an Adjunct Professor

Research & Publications:

He has published/ edited ten books and over 75 research papers. He writes popular articles for regional newspapers regularly. He is the former editor of Journals & magazines like, Strategy (Management Research Journal of Berhampur University). Presently he is presently the Chief Editor of peer-reviewed Management Research Journal Parikalpana (of KIIT University). Ten research scholars have already got Ph.D. under his supervision.

He has presented research papers in over 60 conferences (including 25 International conferences,

in countries like the USA, UK, Australia, Singapore, Nepal, Bhutan and India).

He is former President of Operational Research Society of India (ORSI) – Bhubaneswar chapter

OBJECTIVE

The objective of this session was

- Enhancing research quality and credibility was the key objective of this session. Understanding the importance of accurate and reliable data to ensure research validity. Learning how to design robust studies and employ appropriate data analysis techniques.
- To make the research memorable and the techniques to present research findings in a compelling and memorable way. Using data visualization tools to enhance the communication of complex data.
- Familiarizing with the standards and expectations of peer-reviewed journals. Learning how to structure and present research to meet the criteria of academic journals.

Insights into how to navigate the peer review process effectively which ensures memorable publications

- Strategic planning for impactful research encourages collaboration with other researchers and institutions. Learning how to assess the impact of your research over time.

OUTCOMES

1. Enhanced Data Literacy

- **Improved Understanding of Data Types and Sources:** Participants will gain knowledge about various types of data (qualitative, quantitative, big data, etc.) and their respective sources.
- **Proficiency in Data Management:** Enhanced skills in data collection, cleaning, and preparation, ensuring data integrity and reliability.

2. Better Research Design and Methodology

- **Stronger Research Designs:** Ability to design robust research studies with clear, testable hypotheses and appropriate methodologies.
- **Effective Data Analysis:** Proficiency in selecting and applying suitable data analysis techniques to derive meaningful insights.

3. Increased Research Visibility and Impact

- **Effective Communication:** Improved ability to present research findings in a clear, compelling, and memorable manner.
- **Enhanced Data Visualization:** Skills in using visual aids to effectively communicate complex data to a broader audience.

4. Improved Publication Success

- **Knowledge of Publication Standards:** Understanding the requirements and expectations of academic journals and other publication platforms.
- **Effective Manuscript Preparation:** Skills to write and format research papers in a way that meets publication criteria and attracts positive peer reviews.

5. Broadened Ethical Awareness

- **Ethical Data Use and Management:** Understanding ethical considerations in data collection, use, and sharing.
- **Commitment to Transparency and Reproducibility:** Knowledge of practices that promote research transparency and the ability to reproduce results.

6. Practical Skills and Tool Proficiency

- **Use of Data Tools:** Familiarity with various data analysis and visualization tools and software.
- **Research Management Skills:** Enhanced ability to manage research projects, including data organization and project documentation.

7. Enhanced Ability to Reach and Engage Audiences

- **Audience Identification:** Skills to identify and target relevant audiences for research dissemination.
- **Outreach and Engagement:** Strategies to effectively communicate research findings to both academic and non-academic audiences.

8. Increased Networking and Collaboration Opportunities

- **Building Research Networks:** Ability to connect with other researchers, institutions, and data communities for potential collaborations.
- **Participation in Open Science:** Engagement with open data and open science initiatives to enhance research impact.

9. Strategic Research Planning

- **Long-term Impact Focus:** Skills to plan and execute research with a focus on long-term societal impact.
- **Impact Monitoring:** Knowledge of methods to monitor and evaluate the impact of research over time.

10. Greater Awareness of the Data Landscape

- **Data Source Identification:** Improved ability to locate and utilize various data sources relevant to research topics.
- **Big Data Utilization:** Understanding how to leverage big data and advanced analytics to enhance research findings.

11. Skill Development for Future Research

- **Research Continuity:** Enhanced skills to ensure that future research projects are built on solid data foundations.
- **Adaptability to New Data Challenges:** Preparedness to tackle new data-related challenges in evolving research environments.

12. Practical Takeaways and Actionable Insights

- **Hands-on Experience:** Opportunities to apply learned concepts through practical exercises and real-world scenarios.
- **Actionable Insights:** Concrete steps and strategies that participants can immediately implement in their own research practices.

DESCRIPTION

The purpose of this report is to provide descriptive learnings being undertaken in the following session. This session basically focused to equip participants with the knowledge and skills to enhance the quality, visibility, and impact of their research.

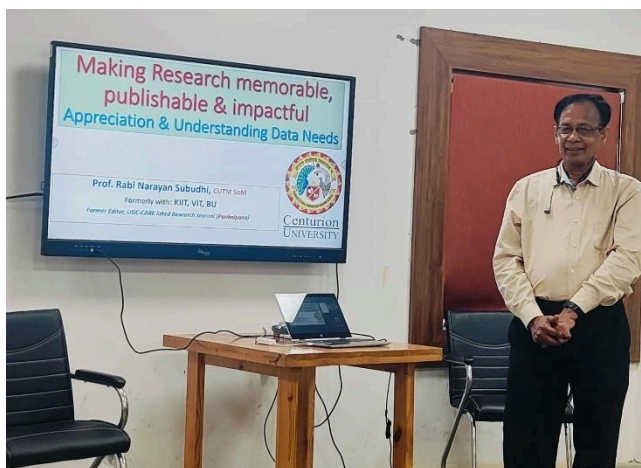
The report serves as a comprehensive record of the key takeaways and practical strategies discussed, ensuring that the valuable information shared is preserved for future reference.

This documentation acts as a critical resource for participants, allowing them to revisit and apply the concepts in their own research endeavours, thereby reinforcing the session's accessibility.

Furthermore, it emphasizes the importance of ethical and responsible research practices. By highlighting ethical considerations in data collection, management, and sharing, it encourages researchers to adhere to high standards of integrity and transparency. This aspect of the report is crucial in fostering a research environment that values ethical responsibility and accountability. It provides actionable recommendations and practical steps that researchers can take to enhance the memorability, publishability, and impact of their work. These guidelines are intended to help researchers effectively manage and utilize data, design robust studies, and communicate their findings to a wider audience. Overall, the report aims to empower researchers to produce high-quality, impactful research by providing them with the necessary tools and knowledge to navigate the complexities of data needs and research dissemination.

CONCLUSION

Appreciation and Understanding Data Needs serves to document key insights and strategies for effective data management, ethical practices, and impactful research communication. It aims to provide researchers with actionable recommendations to enhance the quality, visibility, and societal impact of their work. By highlighting best practices in data collection, analysis, and reporting, the report ensures that research findings are robust, ethically sound, and widely disseminated, ultimately contributing to a more informed and engaged academic community.





School of Management

Att. Sheet

FDP, Date: 26.06.2024, Venue: LT-8

“Mastering the Art of Research Paper Writing: From Manuscript Preparation to Journal Submission”

Topic: How to make research publishable and impactful: Choosing the Right topic, methodology and data',

Resource Person: Prof. Rabi Narayan Subudhi

Sl.	Name of Faculty and Research Scholar	Signature of Faculty
1	Dr. Susanta Kumar Mishra	
2	Dr. Pramod K. Patjoshi	
3	Dr. Girija Nandini	
4	Dr. Ansuman Jena	
5	Dr. Sisir Ranjan Dash	
6	Dr. Swetalina Mishra	
7	Dr. Deepti Mishra	
8	Dr. Shiv Sankar Das	
9	Dr. Rajani Agrawalla	
10	Dr. Jyotirmayee Sahoo	
11	Dr. Ronismita Mishra	
12	Dr. Lipsa Jena	
13	Dr. Abhijit Mohanty	
14	Dr. Mangvung Hemminlal Haokip	
15	Ms. Nirlipta Pattanaik	
16	Dr. Tapan Panda	
17	Ms. Isha Sharma	
18	Ms. Madhusmita Pattanaik	
19	Ms. Pratchi Das	
20	Ms. Apeksha Sahay	