



2023

REGISTRATION LINK :

<http://cuh.ac.in/rwp/rwp.html>

RESEARCH WRITING AND PUBLICATION

One Week
International Workshop

CENTRAL UNIVERSITY OF
HARYANA
SCHOOL OF BUSINESS AND
MANAGEMENT STUDIES



20-24 NOVEMBER
2023

TIMINGS:

5:00 PM - 9:00 PM (IST)

EXPERT SPEAKERS



**PROF. ARVIND
RANGASWAMY**

Editor in Chief
Journal of Interactive Marketing
ABDC – A



**PROF. BABU L JOHN-
MARIADOSS**

Editor in Chief
Marketing Intelligence &
Planning
ABDC - A



**PROF. CLEOPATRA
VELOUTSOU**

Editor in Chief
Journal of Product & Brand
Management
ABDC - A

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STUDIES



EXPERT SPEAKERS



PROF. GARY CAMPBELL

Editor in Chief
Resources Policy



PROF. GIAMPAOLO VIGLIA

Editor in Chief
Psychology & Marketing
ABDC - A



PROF. GOPAL DAS

Associate Editor
European Journal of Marketing, ABDC - A*
Psychology & Marketing, ABDC - A



PROF. JUSTIN PAUL

Editor in Chief
International Journal of Consumer Studies
ABDC - A



PROF. P K KANNAN

Associate Editor
Journal of Marketing, ABDC - A*, FT-50
Journal of Marketing Research, ABDC -
A*, FT-50



PROF. REBECCA HAMILTON

Editor in Chief
Journal of Marketing Research
ABDC - A*, FT-50

TOPICS

- Prof Arvind Rangaswamy
 - Prof Babu L John-Mariadoss
 - Prof Cleopatra Veloutsou.
 - Prof Gary Campbell
 - Prof Giampaolo Viglia
 - Prof Gopal Das
 - Prof Justin Paul
 - Prof P K Kannan
 - Prof Rebecca Hamilton
- What Does It Take To Publish in Top Journal
My Experience of Handling Empirical Papers as Editor in Chief
How To Write Conceptual Paper
How To Publish in Quality International Journals: An EIC Perspective
How To Write Experimental Research Design Paper
Idea Generation For Behavioral Research
How To Write Effective Publishable Review Articles For Top Journals
How To Write An Effective Empirical Paper
How To Write A Mixed Method Article For Top Journal

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PROF. TANKESHWAR KUMAR

Workshop Patron
Vice-Chancellor
Central University of Haryana



PROF. RANJAN ANEJA

Workshop Director
Dean, School of Business and Management Studies, CUH,
Associate Editor, Cogent Economics and Finance
Associate Editor (Former), Journal of Public Affairs



DR. AJAY KUMAR

Workshop Convener
Department of Management Studies, CUH
Guest Editor, International Journal of
Consumer Studies



DR. SUMAN

Workshop Organising Secretary
Department of Commerce, CUH



DR. AMIT KUMAR

Workshop Organising Secretary
Department of Tourism & Hotel Management, CUH

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ABOUT THE UNIVERSITY

The Prime Minister of India, in his address to the nation on August 15, 2007, announced the establishment of one Central University in each of the states that did not have a central university. Subsequently, the Central Universities Act 2009 (No. 25 of 2009) provided for the establishment of Central University of Haryana as one of the new Central Universities. The University is funded and regulated by the University Grants Commission (UGC) and Ministry of Education, Government of India. Its territorial jurisdiction extends to the whole State of Haryana. The President of India, Her Excellency, Shrimati Droupadi Murmu is the Visitor of the University. Prof. Tankeshwar Kumar is the Vice Chancellor of Central University of Haryana. The Central University of Haryana is spread across 488 acres of lush green landscape in the Mahendergarh district of Haryana. The university is accredited with 'A' grade by NAAC and ranked in band of 150-200 of NIRF. The university is one of the fast emerging Central Universities with 72 academic programmes, 35 departments, 200+ faculty, and 450+ researchers and over 3500 students from more than 20 states of India.

ABOUT SCHOOL OF BUSINESS AND MANAGEMENT STUDIES

The School of Business and Management Studies was established in 2010 with the name 'School of Law, Governance, Public Policy and Management'. Subsequently, in 2020 the school was renamed as School of Business and Management Studies. Currently, four departments are functional under the school – Department of Management Studies, Department of Economics, Department of Commerce, and Department of Tourism and Hotel Management. The school offers master and PhD degrees across management, economics, commerce and tourism disciplines. The school has been forerunner in producing high quality policy-oriented research. The faculty members of school are serving as Guest Editor, Associate Editor for premier journals including Journal of Business Research, International Journal of Consumer Studies, Journal of Public Affairs, Cognet Economics & Finance etc. Faculty of department have published papers in multiple A category journals with impact factor is as high as 15.10.

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ABOUT THE WORKSHOP

The academic community is strongly encouraged to publish only in journals of repute. UGC and globally renowned institutions refer to the list of journals which scholars are motivated to refer when publishing. This objective would not be fulfilled unless the stakeholders are not aware of the basics of research. The first step towards research career is to know the starting point of research. Subsequent questions are about which types of research articles exist and which types of article should be targeted at what time in research career. High rejection rate for research work of scholars globally is pointing towards the lack of skills of designing, writing different types of articles and publishing in premier journals. Every scholar wants to publish in a premier journal but they do not have access to the information related to the above-mentioned basic aspects of publishing. This workshop shall answer all these basic questions. This year the theme of the workshop is 'How to Write Various Types of Research Articles'. World-renowned Editor in Chief will discuss with participants about how to write different types of articles. We are proud to share that this year, the workshop has representation from the world's top journals which includes ABDC A*, UK ABS Level 4*, FT 50 List as expert speakers. We promise to give exposure to participants from the world's best researchers. From the list of 9 speakers, 7 are Editor in Chief (Current) and 1 Former Editor in Chief. You are welcome on board.

Mode of Workshop

The workshop will be held in virtual mode through Cisco WebEx. All participants will be given e-certificates after successful completion of the workshop. Participants need to attend all the sessions for getting eligible for an e-certificate.

Who Should Attend:

Faculty Members, Research Scholars, Executives from Industry and anyone who wishes to publish in top-tier journals.

Important Dates

Date of opening of registration & Fee Payment	01 August, 2023
Date of closing registration & Fee Payment	10 November, 2023
Date of workshop	20-24 November 2023
Duration of workshop	One week
Timing of workshop	5 PM to 9 PM (IST)

Fee of Workshop

• Students/scholars with CUH affiliation	INR 1500
• Students/scholars from Indian Institutes	INR 2000
• Faculty Members/Academicians from Indian Institutes	INR 3000
• Students/scholars from foreign institutes	USD 50
• Faculty Members/Academicians from foreign institutes	USD 100
• Participants from industry/Free Lancer/Independent Researcher	INR 5000

Fee once paid will not be refunded in any case.

Contact Information:

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Workshop email Id: researchsbms@cuh.ac.in	
University Website: www.cuh.ac.in	

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