



**Maharaja Agrasen Institute of Management Studies**  
Affiliated to GGS IP University; Recognized u/s 2(f) of UGC  
Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution  
Sector 22, Rohini, Delhi -110086, India; [www.maims.ac.in](http://www.maims.ac.in)

## REPORT

### **One Week e - Faculty Development Programme on "Academic & Research Social Media Websites"**

One week e-FDP on 'Academic & Social media websites' organised by Departments of Commerce & Economics, under the aegis of IQAC and MACS in association with Maharaja Agrasen University, Baddi, HP from June 02, 2021 – June 08, 2021 is one of its own novel kind of FDP in the field of research. This FDP has received 200+ registrations pan India covering 70+ institutions ranging from Jamia Milia Islamia, JNU to Delhi University.

Social media platforms have become the invincible part of 'new normal'. Academic & Social media websites are being used to promote engagement with existing professional networks and extend the boundaries of these networks to reach broader communities. There are various social networking platforms through which we can make personal branding for ourself or develop an online presence. This e-FDP focussed on 5 academic sites - academia.edu, SSRN, ResearchGate, google scholar and ORCID. We hope that this FDP has helped participants to build their academic profile, increased their personal branding, and extended network connectivity and many more.

In the inaugural session, we were joined by Prof. (Dr.) Sanjay Gupta, Vice Chancellor, World University of Design, Sonapat as Chief Guest of the event. He highlighted the constructive role played by the academic sites to manage one's online presence. Prof N K Kakkar, Former Director, MAIMS also made his humble presence in the FDP. Then our Session 1 was on Academia.edu which was delivered by myself.

On the day 2 of the event, we were honoured to have Shri Rajnish Gupta, Secretary of Maharaja Agrasen Technical Education Society as Chief Guest. Sir rightly stated that social media has changed the way we interact with data and other people. The event proceeded with the address of Guest of Honour, Prof Vishal Kumar, Dean, Research and Director, School of Management, Maharaja Agrasen University, Baddi, HP. Sir has rightly stated that social networks are among the most widely adopted technologies in the present testing times. Resource person of Session 2, Mr. Praveen Singh, Assistant Professor, Department of Commerce, MAIMS emphasized the need for SSRN and explored all the concepts about this site. He elaborated the process of paper submission and management systems for authors.



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Coming to Day 3, we had with us Ms. Kamna Vaid , Assistant Professor, Department of Commerce, MAIMS, emphasizing on the need for ResearchGate. She also provided an efficient hands-on session to the participants by going live on the website itself.

Then moving to Day 6, Session 4, participants got a chance to know more about ORCID by our resource person Ms. Kajal Mittal, Assistant Professor, Department of Commerce, MAIMS. She highlighted how ORCID is different from other academic social media websites and elaborated the need for ORCID ID.

The last session of e-FDP on Google Scholar delivered by Dr. Sanjay Kumar Mangla, Associate Professor & Head, Department of Economics, MAIMS. He also highlighted the privacy issues of all the academic websites and gave a comparative analysis of all the 5 sites talked in e-FDP.

Valedictory session was followed by the last session of e-FDP. Prof. (Dr.) Ravi Kumar Gupta, Director, MAIMS addressed the gathering. He encouraged all the participants and congratulated the organizing team.

Prof. S.K Garg, Director General, MAIMS emphasized that this is the time we have to prepare ourselves for blended mode in more effective ways. Faculty of the institutes needs to get comfortable with the technology in this blended mode of teaching. He also complimented the FDP team.

Chief guest Prof. R.K Gupta, Vice Chancellor, Maharaja Agrasen University, Baddi, Himachal Pradesh said it is a beginning not an end. Sir highlighted that the concept of Faculty Development programs was introduced by UGC for increasing knowledge of teachers and equipped them with new teaching pedagogies.

Torch bearer of MATES, Sh. Nand Kishore Garg ji highlighted the importance of practical exposure to students. He said that practical learning is the best way to train students as it will improve their engagement and knowledge retention. Sir talk about India's knowledge and rich culture. He emphasized that each one of us should contribute to the society and prepares our students for future.

Last session of e-FDP was concluded by vote of thanks from Ms. Kamna Vaid, Convenor of e-FDP, Assistant Professor, Department Commerce, MAIMS. She thanked all the dignitaries for their presence, guidance and support. She congratulated her entire team and thanks all the participants for attending this novel e-Faculty Development Program.



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