



# Maharaja Agrasen Institute of Management Studies

## Department of Business Administration

Under the Aegis of IQAC

Research Congress 2021

25<sup>th</sup> - 31<sup>st</sup> May 2021

### Report

*The beautiful quote cum life lessons by Albert Einstein, captures the very essence of research.*

1. Follow the curiosity
2. Perseverance is priceless
3. Focus on present
4. The imagination is powerful
5. Make mistakes
6. Live in the moment
7. Create value
8. Don't be repetitive
9. Knowledge comes from experience
10. Learn the rules and then play better

The research is all about these life lesson only and once we follow them, it makes our research a superior research. One Week Research Congress 2021 was the initiative taken under the aegis of IQAC for the faculty members, students, research scholars of MAIMS as well as other universities & institutions. The prime objective behind planning of this one-week research congress has been to have a better acquaintance with the essentials & importance of research for the early academicians, research scholars & students. With another objective of strengthening the research analysis skills of the seasoned academicians & researchers along with giving greater insights on publication opportunities. As all of us know that self-branding & promotion of the research work plays a key & critical role in everyone's professional life along with helping in institutional building. Thus, the sessions on leveraging LinkedIn & promotion of research on various platforms have been also included in this Research congress 2021.

One Week Research Congress received participation from various states & cities of India



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as well as International. The total of 350 participants registered from namely, Delhi, Haryana, Punjab, Lucknow, Mumbai, Chandigarh, Rajasthan, Mizoram, Coimbatore, Thane, Meghalaya, Rishikesh, Bangalore, Karnal, Pune, Dehradun, Kurukshetra, Shimla, Chennai, Calcutta, Indore & also international participants from Malaysia, Sri Lanka, Bahrain & Jakarta, to mention a few. The total of 220 participants qualified for the certificate based on the attendance in all the five sessions & completion of the feedback cum assessment form.

This event helped in generating the interest of the students in writing research papers and doing a valuable addition to their CV. The credit for this ambitious initiative goes to Prof. Vijay Kr. Khurana, HOD, Business Administration & Coordinator IQAC who worked under the able guidance of the Prof. Ravi Kumar Gupta, Director, MAIMS. Their constant support and encouragement helped in successful accomplishment of this event.

### Faculty Conveners

- **Dr. Parul Kumar, Senior Assistant Professor**
- **Ms. Rachita Aggarwal, Senior Assistant Professor**
- **Dr. Neha Bhagat, Senior Assistant Professor**

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### About One Week Research Congress 2021

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The Research Congress has been initiated to strengthen the research and analytical thinking of the faculty, Ph.D. scholars and students. This congress will initiate and energize the participants to conduct sound, practical and innovative research. The objective of the Research Congress has been:

- To understand the essential components of research.
- To differentiate between different research techniques.
- To understand the applicability of research methodology.
- To understand the process of publication of research in esteemed journals.
- To understand the self-branding techniques on LinkedIn.
- To understand the promotion of research work on scholarly websites.

### Contents of Sessions

- Session 1: Essential of Research – Prof. (Dr.) Md. Aminul Islam
- Session 2: Overview of Research Methodology – Prof. (Dr.) Dileep Kumar M
- Session 3: Publication of Research – Dr. Manish Gupta
- Session 4: Leveraging LinkedIn – Ms. Jinal Shah
- Session 5: Promotion of Research – Dr. Parul Kumar

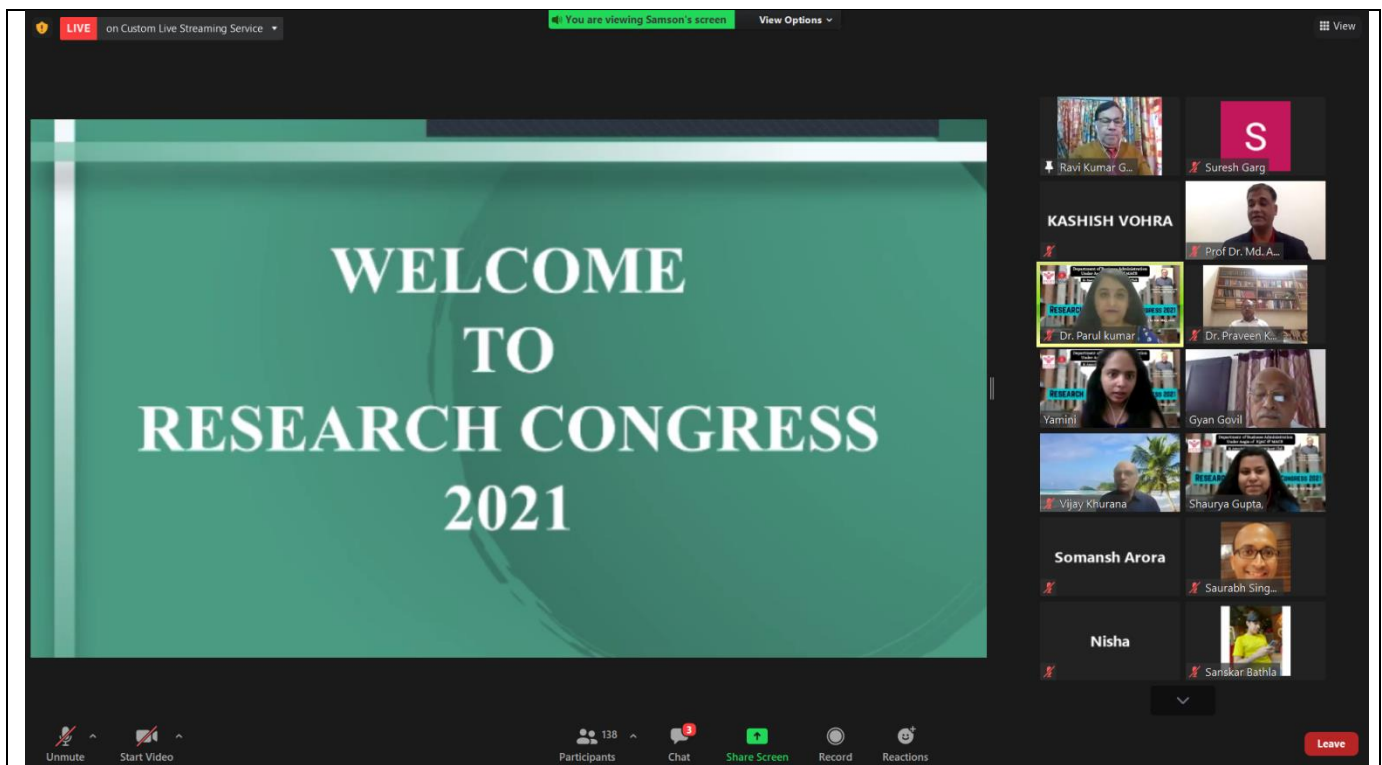
### Speakers of Research Congress 2021

	<p><b>Prof. (Dr.) Md. Aminul Islam</b> Professor Faculty of Applied &amp; Human Sciences Universiti Malaysia, Perlis</p>
	<p><b>Prof. (Dr.) Dileep Kumar M</b> Director &amp; Professor Nilai Field Research Center Malaysia</p>
	<p><b>Ms. Jinal Shah</b> Assistant Professor NMIMS, Deemed to be university</p>
	<p><b>Dr. Parul Kumar</b> Senior Assistant Professor Department of Business Administration Maharaja Agrasen Institute of Management Studies</p>



**Dr. Manish Gupta**  
Assistant Professor  
Department of Human Resource  
IBS, Hyderabad

### Glimpses of the Program





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