



**SRI SATHYA SAI INSTITUTE OF HIGHER LEARNING**  
(Deemed to be University)

Department of Management and Commerce

# **5 DAY FDP ON ADVANCING RESEARCH EXCELLENCE**

From Academic Writing to Ethical Publishing



| [www.sssihl.edu.in](http://www.sssihl.edu.in) |

## 5 day FDP on Advancing Research Excellence



<b>Dates</b>	<b>Monday, 19th May 2025 To Friday, 23rd May 2025</b>
<b>Time</b>	<b>5 pm to 7 pm</b>
<b>Last Date to Register</b>	<b>Thursday, 15th May 2025</b>
<b>Mode of Delivery</b>	<b>Online</b>

### Expected Learning Outcome of the FDP

By the end of this FDP, participants will be able to:

- Structure and write academic manuscripts effectively.
- Conduct bibliometric analysis using VOS Viewer for research mapping.
- Execute a systematic literature review following established guidelines.
- Identify and select high-quality, indexed journals for manuscript submission.
- Avoid predatory journals and adhere to ethical publishing standards.
- Enhance the visibility and impact of their publications using strategic dissemination tools.

### Topics to be Covered

<b>Day</b>	<b>Topic</b>
Day-1	Structure of Research Paper and Academic Writing
Day-2	Bibliometric Analysis using VOS Viewer
Day-3	Systematic Literature Review (SLR)
Day-4	Navigating the Publication Landscape: Strategies for Selecting High-Quality Journals for Manuscript Submission
Day-5	Avoiding Predatory Journals and Enhancing Manuscript Visibility through Ethical Publishing Practices

# 5 day FDP on Advancing Research Excellence



## FDP Fee

- Rs 3,000 per participant for faculty members
- Rs 2,000 per participant for research scholars
- Rs 5,000 per participant for industry professional

## Fee Payment

Account Name: Sri Sathya Sai Institute of Higher Learning

Account No: 2351101005980

Bank & Branch: Canara Bank, Puttaparthi Branch

IFSC: CNRB0002351



## Registration Form

<https://forms.gle/Kg442pPrw3QFM2ir8>

**Last Date to Register is 15th May 2025**

## Profile of Resource Person



**Dr. Raja Sankaran** (PhD, IIM-Ranchi) is an Associate Professor at Sri Sathya Sai Institute of Higher Learning (SSSIHL), Bengaluru. He brings extensive expertise in teaching Research Methodology, Statistics, and various disciplines within Marketing Management, International Business, and Strategic Management at the PhD and MBA levels. With over three decades (35+ years) of combined industry and academic experience, he previously held leadership roles in service delivery with multinational corporations (MNCs) before transitioning to academia.



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**Dr. Raja Sankaran's** research work has been published in reputed ABDC journals such as Marketing Intelligence & Planning, International Journal of Bank Marketing, IIM Kozhikode Society & Management Review, among others.

## Contact for Further Details

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## Organizing Committee

- **Prof N Sivakumar**, Dean, Management and Commerce, SSSIHL
- **Dr G Padmavathy**, HoD, Management and Commerce, SSSIHL
- **Dr Raja Sankaran**, Associate Professor, Management and Commerce, SSSIHL



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