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Research Quotes

“Research is seeing what everybody else has seen and thinking what nobody else has thought”

-Albert Szent-Gyorgyi

“If we knew what we were doing, It would not be called research, would it?”

-Albert Einstein

Innovation is the key to the future, but basic research is the key to future innovation.

-Jerome Isaac Friedman

Message from Editorial Team

Dear Readers,

The Editorial Board is delighted to present the second issue of Bi-Annual Newsletter which has been designed to give you a sneak peek of the FPM Department at JIMS, Rohini. This issue will take you through the recent accomplishments & events at the department along with snippets of research publications and presentations by our scholars during the last six months.

Cherish Reading!!

Research Ethics

Research Ethics are moral principles that guide researchers to conduct and report research without deception or intention to harm the participants of the study or members of the society. Practising ethical guidelines while conducting and reporting research is essential to establish the validity of research. It also ensures that the research is authentic and error-free.

Ethical standards promote the values that are essential to collaborative work, such as trust, accountability, mutual respect and fairness.

Congratulations to our Research Scholars for getting their research proposals registered!!!

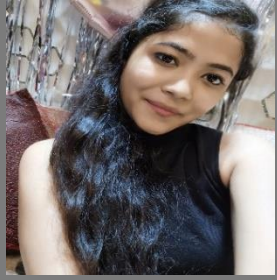
Research Title	Research Scholar
Examining the effect of CRM dimensions on overall customer satisfaction during COVID 19 pandemic -A study of commercial banks in emerging markets	Anuradha Jain
Demystifying the factors influencing Artificial Intelligence enabled Customer Experience for E-commerce Industry	Rupanshi Toteja
Impact of Cognitive biases on Indian Investor's Decision Making	Rashika Malik

Research Publications from SIP Reports

We are delighted to share that we recently initiated this novel exercise of developing research publications from SIP Reports by creating research teams comprising of faculty members, research scholars and PGDM students. Sharing the details of 11 publications that came up through the sheer hard work of team members!!

S. No.	Research Paper & Journal Details	Author Names
Team-1	Comparative analysis of financial statements of Maruti Suzuki and Tata Motors <i>Paper published in International Journal of Multidisciplinary Educational Research</i>	Dr. Deepti Kakar, Saurabh Agarwal
Team-2	Study to Assess the Perception of Mutual Fund Investor Regarding Mutual Funds <i>Paper published in International Journal of Advanced Research, PROQUEST Indexed</i>	Dr. Neelam Dhall, Dr. S.K. Khandelwal, Rashika Malik, Nitya Chawla
Team-3	Factors influencing Consumer's choice of e-learning services: An exploratory study <i>Paper Published in International Journal of Scientific Research and Engineering Development</i>	Dr. Bhavneet Kaur, Dr. Neelam Dhall, Nikita Dhyani, Aditi Sharma
Team-4	Impact of COVID-19 on the Start-Up Industry <i>Paper Published in International Journal of Scientific Research and Engineering Development</i>	Dr. Bhavneet Kaur, Anuradha Jain, Palak Goel
Team-5	Leveraging online platforms to enhance the behavioural skills of the employees <i>Paper published in Kala Sarovar</i>	Dr. Neha Shukla, Sonali Soundriyal
Team-6	Confirmatory Analysis of Factors Influencing User's Adoption towards OTT Industry. <i>Paper Published in International Journal of Scientific Research and Engineering Development</i>	Dr. Amisha Gupta, Dr. M. S. Verma, Rupanshi Toteja, Dimanya Narang
Team-7	Disruptions Exacerbating E- Learning Process at Instructor's End - An Empirical Work <i>Paper published in Sambodhi journal</i>	Dr. Amisha Gupta, Rupanshi Toteja, Yajas Gupta
Team-8	Disruptions Exacerbating E- Learning Process at Student's End - An Empirical Work <i>Paper published in International Journal of Scientific Research and Engineering Development</i>	Dr. Amisha Gupta, Rupanshi Toteja, Yajas Gupta
Team-9	Sustainable Strategies of Tele-Medicine Industry- An Empirical Work <i>Paper published in Shodh Sanchar Bulletin</i>	Dr. Amisha Gupta, Rupanshi Toteja Naman Bansal
Team-10	A study on identifying emerging Indian exports opportunities of Apparel to South Korea <i>Paper published in Kala Sarovar</i>	Dr. Navneet Joshi, Dr. Jagmohan Taluja, Deepak Sharma, Shobha
Team-11	Sales Development and Market Analysis for Air Sanitizers Market in Gurgaon <i>Paper published in Kala Sarovar</i>	Dr. Deepika Saxena, Heena Arora, Charu Puri, Achleshwar Pratap Singh

New Joinees at FPM Department



Ritika Ladha

FPM at JIMS because the institute provides an opportunity to young researchers to become critical thinkers and gain expertise in the research domain. JIMS believes in giving practical exposure to the fellow members and provides them ample opportunities to present their research work at national and international conferences. The institute provide rigorous, world-class, inter-disciplinary training in various domains of management to equip research scholars.



Tnishka Juneja

JIMS, Rohini is the best choice for FPM as the practical & theoretical approach emphasized here will help me to enhance my critical thinking and gain expertise in research area. Talking from curriculum to faculty guidance, my learning till now has been in-depth. Besides that, the guest lectures and workshops have helped me in getting an exceptional edge in my research



Nihanshi Goyal

My reason for choosing JIMS was that it's among the good institutes in Delhi. Faculty members at JIMS are very helpful and highly experienced in their respective fields. My expectations with FPM program are that it will help me in creating fresh knowledge, discovering new things and developing new skills. I hope this will also help me in gaining deeper insights in my research area and to create a better version of myself.



Nikita Singla

FPM course at JIMS because this institute gives opportunity to interact with and learn from many extremely brilliant and well-respected Professors. It also provides a lot of resources to grow both as a scholar and as an academician. JIMS provides ample opportunities to be part of various conferences both national and international.



Lakshay Gupta

As a research scholar, my expectation from this course is that it will groom us to make impact in academia and will definitely train us to become highly skilled and innovative researchers and teachers. I would like to express my sincere gratitude to all faculty members at JIMS for their continuous support and guidance for uplifting my career in academics and making my dreams possible



Hrishi Kumar

For a scholar, it is imperative to be a part of an institute that directs them towards the correct path and guides them along the way. Be it the selection of research area, writing research papers, teaching or even presentation of the work; a good institute stands shoulder to shoulder with their scholar from start till the end; and I have been extremely fortunate in this regard.



Tanusha Jain

I am pursuing FPM at JIMS. The course curriculum, teaching pedagogy and infrastructure is amazing. Information about the conferences and other research oriented programs reach well in time. The faculty members of the institution provide right guidance and help scholars in their respective research domains.

Event Gallery

We are elated to share that we have recently set up Consulting and Training arm of JIMS, Rohini, which has been ardently named as '**Center for Business Consulting & Analytics**' (CBCA). Through this vertical, we aim to strengthen our foothold in the domain of management consulting by continually engaging with our clients as knowledge partners and offer them innovative approaches to manage complex business situations. In this endeavour, our core team of industry veterans and expert academicians will closely work with corporates, examine their problem areas and provide customised business solutions to assist them enhance and scale up operations. Looking forward to some really exciting corporate assignments and projects!!



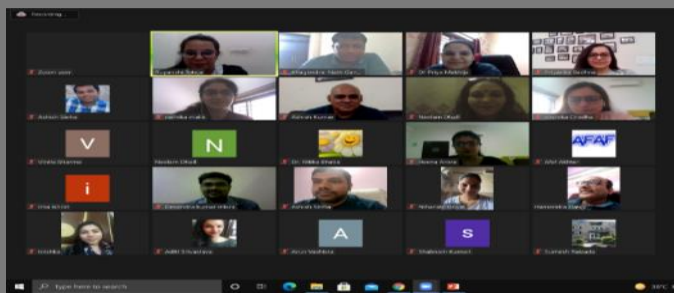
Faculty Empanelment as Corporate Trainer with Tata Power DDL

We are delighted to inform that Tata Power DDL has empaneled Dr. Neelam Dhall as Corporate Trainer w.e.f. July 2021. Some of the recent training sessions that she has conducted include -Focused Group Training on Leadership for Executives in Distribution Projects (NS&Q) and Corporate Administration; Women Leadership Training for Managers and Focused Group Training on Self-Development using Johari Window.



FPM department organized Ph.D. synopsis presentation for Ms. Anuradha Jain(2019 Batch-I) in March'2021 before DRC and two external experts- namely Dr. Kirti Sharma- Faculty, Management Development Institute, Gurgaon and Dr. Deep Shree-Faculty, Delhi Technological University, Rohini.

Expert Faculty sessions on 'How to write a Good Research Proposal' were conducted by Dr. Kirti Sharma and Dr. Deep Shree for the FPM scholars in March'2021. Both the resource persons shared their insights related to identification of research topic, review of literature, theoretical underpinnings, formulation of conceptual framework, research methodology and other important elements of a good research proposal.



Department organized an online Six Days Short-Term Training Program (STTP) on 'Decision Making using Data Analysis' in June, 2021. Sessions were conducted by Dr. H.K. Dangi, Professor, Delhi School of Economics, Delhi University; Mr. Saurabh Agarwal, Trainer & Consultant and JIMS Faculty members namely-Dr. Parminder Kaur Bajaj and Dr. N.P. Singh. About 90 participants from different institutes and universities PAN India registered for the program.

FPM department organized Ph.D. synopsis presentation for Rupanshi and Rashika (2019 Batch-II Intake) in the month of August'2021 before DRC. Two external experts- namely Dr. H.K. Dangi, Faculty-Delhi School of Economics and Dr. Archana Singh, Faculty-Delhi Technological University (DTU), Rohini were also part of the evaluation committee.



Department organized Second Research Progress Presentations of scholars (2018 Batch) namely – Kashika Chadha, Shabnam Kumari and Himanshu Goel before the Departmental Research Committee in September'2021 at the campus. However, Pooja Kudesia and Jasmeet Kaur gave their presentations online.



Paper Publications and Presentations by Scholars

Paper Publications

Exploratory Analysis of Factors Influencing AI Enabled Customer Experience for E-Commerce Industry published in Bioscience Biotechnology Research Communications, Special Issue (Web of Science)- Volume 14, No. 05 (2021) pp: 104-112.

Exploratory Analysis of Factors Influencing User's Adoption towards OTT Industry published in International Journal of Science, Engineering and Management (ProQuest & Thomson Reuters) Vol 6, Issue 5, May 2021.

Disruption Exacerbating Student's E-Learning Process - An Empirical Work published in International Journal of Advances in Engineering and Management (Google Scholar, Jour info) Volume 3, Issue 6 June 2021, pp: 1020-1025

Enhancing Customer Experience through AI in E- grocery platforms published in Vidyabharati International Interdisciplinary Research (Web of science) Issue 10, Part- 06 (2021)

Paper Presentations

Impact of cause related marketing on customer purchase intention with special reference to cosmetic industry in the 6th Online International Conference.

Rupanshi Toteja

Paper Publications

Neuromarketing: A tool to understand customer psychology published in Psychology & Education Journal, Scopus.

The pressure of either publish or perish published in Turkish Journal of Qualitative Enquiry, Scopus.

Factors influencing customer perception during covid-19 pandemic with special reference to service providers in Delhi NCR published in Kala Sarovar Journal of Research listed in UGC care.

Customer Perception towards Air Purifier during COVID- 19: A study in Delhi NCR published in Kala Sarovar Journal of Research listed in UGC care.

Paper Presentations

Effect of Advertising Appeals on customer feelings through sensitive and sentiment analysis in IIM Kozhikode World Management Conference.

Neuromarketing: A tool to understand customer psychology in international Conference on Changing Business Paradigm (ICCBP), MDI Murshidabad.

Heena Arora

Paper Publications

Behavioral Finance: Investors' Cognitive mistakes published in Kala Sarovar (UGC care listed) Vol. 24 issue 1-2021, pp. 163-17

Enhancing Digital Payments adoption through Customer-centric Marketing Strategies: A Conceptual Framework published in MANTHAN: Journal of Commerce and Management vol. 8(1), Jan Jun 2021, pp. 60-78

Investor's Awareness and Perception towards Mutual Fund Investment: An Exploratory Study published in International Journal of Advanced Research, Vol 9 (06), June 2021, pp 383-393

Sustainable Banking: A roadmap to Sustainable development published in the journal Corporate Governance and Sustainability Review, **ABDC-'C' category**

Rashika Malik

Paper Publications

Nudge theory and its application in organic consumer products: A review study accepted for publication in conference proceeding.

A Study on Identifying Emerging Indian Exports Opportunities of Apparel to South Korea published in KalaSarovar Journal of Research listed in UGC care.

Paper Presentations

Nudge theory and its application in organic consumer products: A review study" in International Conference on Changing Business Paradigm (ICCBP), MDI, Murshidabad.

Deepak Sharma

Paper Publications

Determinants of Indian Agricultural Exports in the Post Reform Period with Specific reference to Tea, Natural Rubber and Coffee published in Finance India Vol. XXXIV No.4, 2020, **ABDC-'C' category, Scopus, UGC Care**

Impact of the COVID-19, Lockdown and Unlock on the Indian Stock Market and its international linkage with the Chinese Stock Market published in International Journal of Monetary Economics and Finance, VOL.14, NO.3, 2021, **ABDC-'C' category, Scopus, UGC Care**

Shabnam Kumari

Paper Publications

Niche Products - Analysing Middle Aged Consumer Propensity to purchase over generics in Jaipur City published in Sambodhi (UGC Care Journal) Vol-44, No.-1, (E) January-March (2021), ISSN: 2249-6661

Exploring the adoption of solar lanterns by Jaipur residents using Hofstede's Dimensions published in The Journal of Oriental Research, Madras, Volume, Year 2021, Pages 39-46, ISSN: 0022-3301

Pooja Kudesia

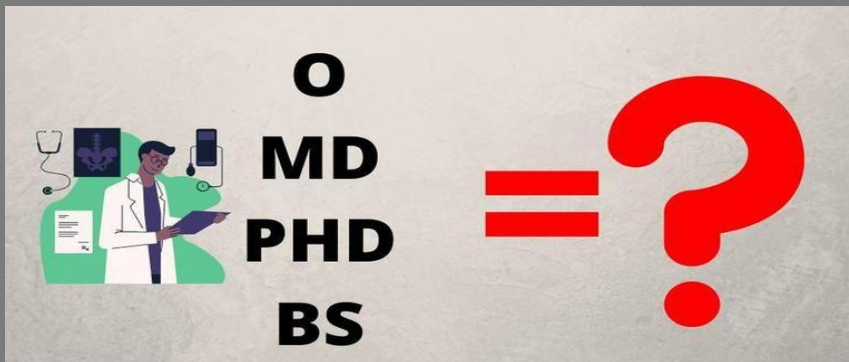
Congratulations to Shabnam Kumari and Rashika Malik for their paper publications in

ABDC-'C' Category Journals!!

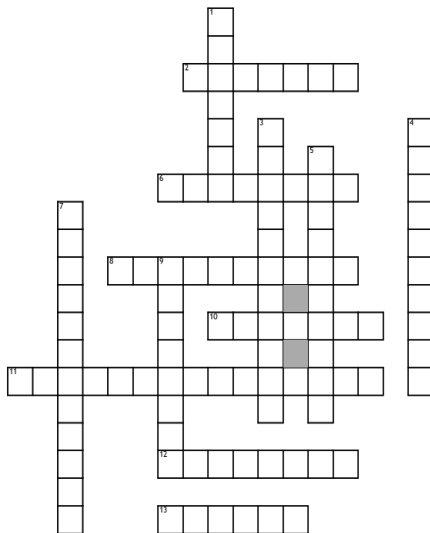
Research Mystifiers

Find what the words and letters mean?

Test your Research Quotient



Crossword



Across

2. a belief held with confidence but not substantiated by positive knowledge or proof
6. giving credit when you use someone else's ideas
8. to restate ideas and information in your own words
10. a preliminary sketch of your paper
11. a statement that states the main topic of your paper
12. an index card where you have written the information that you plan to include in your paper
13. an article, book, website, etc. that you plan to quote in your paper

Down

1. to furnish evidence for a particular belief or conclusion
3. an accepted source of experts
4. to use and pass the ideas or writings of another as one's own
5. the last page where all of the sources used in the paper are documented
7. looking over a paper for errors in grammar or punctuation
9. making changes to the paper's structure or word choice

Q. The word research is derived from the French word:

- Reserch
- Recerch
- Research
- Resirch

Q. Research is:

- Searching again and again
- Finding solution to a problem
- Working in a scientific way to search for truth of any problem

Q. Basic research is also known as:

- Applied research
- Fundamental research
- Descriptive research
- Analytical research

Q. Last stage of research process is:

- Review of literature
- Report writing
- Research design
- Analysis of data

Upcoming Conferences

International Conference on Business Research and Innovation, ICBRI 2022 to be held on January 28-29, 2022 by MDI Murshidabad and last date of abstract submission is 2nd January 2022.

3rd International Conference on Computation, Automation and Knowledge Management (ICCAKM - 2022) to be held on 15-17 November, 2022 by Amity University and last date of paper submission is 15th August 2022.

Editorial Team:

Dr. Neelam Dhall, Dean (Research & Development)

Ms. Nitika Bhalla, Coordinator

Ms. Ritika Ladha, Research Scholar

Ms. Nihanshi Goyal, Research Scholar