



Nirwan University Jaipur

Established by the Rajasthan State Legislature vide Act No.2 of 2017 and recognized u/s 2(f) of the UGC Act 1956

ACTIVITY Report

Academic Year 2023-24

- Name of the Organizing Department:** IQAC
- Activity Title:** *Research Workshop Series*
- Date & Duration of Activity (Days):** 5 April – 30 July 2024 (08 Days)
- Mode of Activity:** Online
- Name of the Organizer (s):** Prof. (Dr) Aparna Dixit, Prof. (Dr) N. D. Jasuja & Dr Alok Kumar
- Details of Resource Person:**
 - Dr Jitender Kumar, Faculty of Digital Marketing, BIMTECH (Greater Noida)
 - Dr Ashish Gupta, Faculty in Marketing, IIFT (New Delhi)
 - Dr Shivan Patel, Faculty of Marketing, TAPMI (Karnataka).

7. Participants Details with list:

Total Participants	Number of Male	Number of Female
124	70	54
Day 01		
Total Participants	Number of Male	Number of Female
31	20	11
Day 02		
Total Participants	Number of Male	Number of Female
22	16	6
Day 03		
Total Participants	Number of Male	Number of Female
20	15	5
Day 04		
Total Participants	Number of Male	Number of Female
35	12	23
Day 05		
Total Participants	Number of Male	Number of Female
16	7	9
Day 06		
Total Participants	Number of Male	Number of Female
11	6	5
Day 07		
Total Participants	Number of Male	Number of Female
18	10	8
Day 08		
Total Participants	Number of Male	Number of Female
20	12	8

8. **Target Audience:** Faculty members & Research Scholars.
9. **Learning Outcome:** Quantitative and qualitative data collection techniques, Smart PLS analysis & interpreting results, Structure & organization of research techniques, Tools and Technologies, SLR, Strategies for effective presentations and handling questions & feedback.
10. **Suggestion for improvement based on the feedback:** Such workshops to be organized frequently
11. **Brief Report:**



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Ref: NUJ/Reg./2024/2762

Date: 04/04/2024

NOTICE

(Research Workshop Series)

The IQAC is organizing a **"Research Workshop Series"** aimed at enhancing capabilities through quality initiatives. The workshop, slated to commence on April 5th, 2024, is tailored for faculty members and research scholars, intending to augment their research comprehension.

The coordination of the event will be carried out by the Director, IQAC. Further, all the attendees will receive certificates of participation.

For any queries or further information, please contact at director.iqac@nirwanuniversity.ac.in.

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 Nirwan University, Near Bassi-Rajadhok Toll,
Agra Road, Jaipur-303305





NIRWAN UNIVERSITY JAIPUR IQAC

organizes

Research Workshop Series (Online Mode)

- ♦ Research Methodology Fundamentals and Data Collection Techniques
- ♦ Data Analysis using Smart PLS overview of Structural Equation Modeling (SEM)
- ♦ Effective Paper Writing
- ♦ Research Presentation Skills
- ♦ Tools and Technologies for Researchers
- ♦ Literature Review
- ♦ SLR Process
- ♦ Findings
- ♦ Frameworks
- ♦ Publications
- ♦ Quantitative & Qualitative Research
- ♦ Systematic Literature Review
- ♦ Sampling and Validity
- ♦ Factor Analysis
- ♦ Multi-Model Testing



Scan me!

ORGANIZING COMMITTEE

PATRONS

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Chairperson
Dr. R.K. Arora
Vice Chairperson & CEO

VICE-CHANCELLOR

Prof. (Dr.) A.K. Agrawal
President

CONVENOR

Prof.(Dr) Aparna Dixit
Director IQAC

TEAM

Prof. (Dr) ND Jasuja
Dr. Alok Kumar



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-01)

on

RESEARCH METHODOLOGY FUNDAMENTALS AND DATA COLLECTION TECHNIQUES



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 4:00 P.M.

Day & Date: Friday, 5th April 2024



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-02)

on

RESEARCH METHODOLOGY FUNDAMENTALS AND DATA COLLECTION TECHNIQUES



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 4:00 P.M.
Day & Date: Friday, 12 April 2024

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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-03)

on

DATA ANALYSIS USING SMART PLS OVERVIEW OF STRUCTURAL EQUATION MODELLING (SEM)



Dr. Shivan

Resource Person

PhD (Marketing)

T. A. Pai Management Institute (TAPMI)
Karnataka

Time: 3:00 P.M. - 4:30 P.M.
Day & Date: Thursday, 18 April 2024

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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-04)

on

EFFECTIVE PAPER WRITING



Dr. Ashish Gupta

Resource Person

Faculty in Marketing

Indian Institute of Foreign Trade (IIFT), New Delhi

Time: 3:00 P.M. - 4:30 P.M.

Day & Date: Friday, 26 April 2024



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-05)

on

EFFECTIVE PAPER WRITING (SESSION - II)



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 3:30 P.M.

Day & Date: Friday, 10 May 2024



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-06)

on

RESEARCH PRESENTATION SKILLS



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 3:30 P.M.

Day & Date: Friday, 17 May 2024



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-07)

on

TOOLS AND TECHNOLOGIES FOR RESEARCHERS



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 3:30 P.M.

Day & Date: Monday, 24 June 2024



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NIRWAN UNIVERSITY JAIPUR

INTERNAL QUALITY ASSURANCE CELL (IQAC)

organizes

ONLINE WORKSHOP (DAY-08)

on

SLR PROCESS



Dr. Jitender Kumar

Resource Person

Faculty of Digital Marketing

Birla Institute of Management and Technology (BIMTECH), Greater Noida

Time: 2:30 P.M. - 3:30 P.M.

Day & Date: Tuesday, 30 July 2024



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IQAC at NUJ organized a **“Research Workshop Series”** aimed at enhancing capabilities through quality initiatives. The entire program was outlined with all the relevant topics need to be discussed while understanding the concepts of research. The topics that were covered throughout the program included *Research methodology fundamentals and Data collection techniques*: Types of research and research designs, Literature review, Formulating research questions & objectives, Quantitative and qualitative data collection techniques, Ethical

considerations in data collection; *Data analysis using Smart PLS overview of SEM* : Smart PLS and its advantages, model specification and measurement instrument design, Data preprocessing and quality assessments, Running Smart PLS analysis and interpreting results, Reporting and discussing findings; *Effective Paper writing* : Structure and organization of research paper, Incorporating tables, figures and visual aids; *Research Presentation skills*: Strategies for effective presentations, Planning and organizing content, Designing visually appealing slides , Delivery techniques and engaging the audience, Handling questions and feedback. The minute details of each and every topic was very engaging for all the participants. *Tools and Techniques for Researcher, SLR Process* was discussed in detail. The design and concept for Review of Literature was the key focus of the session.

Resource Persons with an expertise in their domains discussed and shared the concepts on the topics quoting examples. Participants resolved their queries and interacted well with the speakers.

The screenshot shows a Zoom meeting in progress. The main window displays a grid of 20 participants, each with their name and a small video thumbnail. The participants are arranged in four rows and five columns. The chat window on the right shows a conversation with messages from various participants, including a link to a document and a question about literature. The Zoom control bar at the bottom includes options like Mute, Start Video, Security, Participants, Chat, Share Screen, and End.

The screenshot shows a Zoom meeting with a shared slide titled "The research process". The slide contains a flowchart with the following steps: Management Dilemma (Basic vs Applied), Defining the Research Problem, Formulating the Research Hypothesis, Developing the Research Proposal, The Research Framework (Research Design), Data Collection Plan, Instrument Design, Pilot Testing, Data Collection, Data Refining and Preparation, Data Analysis & Interpretation, and Research Reporting. The flowchart branches from "The Research Framework" into "Data Collection Plan" and "Sampling Plan". The "Data Collection Plan" leads to "Instrument Design" and "Pilot Testing", which then lead to "Data Collection". The "Sampling Plan" also leads to "Data Collection". The "Data Collection" step leads to "Data Refining and Preparation", which leads to "Data Analysis & Interpretation", which finally leads to "Research Reporting". A feedback loop arrow points from "Research Reporting" back to "Management Dilemma".

On the right side of the slide, there is a list of participants with their names and small video thumbnails. The participants listed are: Nirwan University, Shalini Sharma, Jitendra Kumar, Neelam Swami, Payal, Dr. Reena Dahiya, NIRWAN UNIVE..., Prof.(Dr.) Pramod..., roshan, Rudra Gautam, AKSHITA OJHA, Dr Kapil Meena, Rakesh Kumar, and Priyankar Biswas.

Zoom Meeting | You are viewing Jitender Kumar's screen | View Options

Difference between Methods and Techniques

Type	Methods	Techniques
1. Library Research	(i) Analysis of historical records (ii) Analysis of documents	Recording of notes, Content analysis, Tape and Film listening and analysis. Statistical compilations and manipulations, reference and abstract guides, contents analysis.
2. Field Research	(i) Non-participant direct observation (ii) Participant observation (iii) Mass observation (iv) Mail questionnaire (v) Opinionnaire (vi) Personal interview (vii) Focused interview (viii) Group interview (ix) Telephone survey (x) Case study and life history	Observational behavioural scales, use of score cards, etc. Interactional recording, possible use of tape recorders, photo graphic techniques. Recording mass behaviour, interview using independent observers in public places. Identification of social and economic background of respondents. Use of attitude scales, projective techniques, use of sociometric scales. Interviewer uses a detailed schedule with open and closed questions. Interviewer focuses attention upon a given experience and its effects. Small groups of respondents are interviewed simultaneously. Used as a survey technique for information and for discerning opinion; may also be used as a follow up of questionnaire. Cross sectional collection of data for intensive analysis, longitudinal collection of data of intensive character.
3. Laboratory Research	Small group study of random behaviour, play and role analysis	Use of audio-visual recording devices, use of observers, etc.

Zoom Meeting controls: Unmute, Start Video, Security, Participants (33), Chat, Share Screen, Pause/Stop Recording, Show Captions, Reactions, Apps, Whiteboards, Notes, More. 1 of 24 - Clipboard item not collected. Format not supported by Office Clipboard. 14:57 PM 05/04/2024

Day 02

REC

MOTIVATING THE RESPONDENT TO ANSWER

Assisting the respondent to answer

Sensitive information/topic

Have you ever used fake receipts to claim your medical allowance? **(Incorrect)**

Have you ever spit tobacco on the road (to tobacco consumers)? **(Incorrect)**

Do you associate with people who use fake receipts to claim their medical allowance? **(Correct)**

Do you think tobacco consumers spit tobacco on the road? **(Correct)**

Jitender Kumar

REC

Purpose of the Study: Research Design

- Exploratory
- Descriptive
- Causal

Jitender Kumar

REC

- Example: an investor believes that more information increases the accuracy of his forecasts.
- A marketing manager believes that selecting physically attractive spokesperson and models to endorse their products increases the persuasiveness of a message
- **Moderating Variable (MV)**- having strong contingent effect on the relationship between IV and DV
 - Presence of third variable modify the original relationship between IV and DV

Example: A manager of insurance company finds that “fear appeals” in commercials are positively associated with consumers’ behavioral intentions to insure their house. This effect is particularly strong for people with a high inherent level of anxiety.



REC

Research Hypotheses

- **Null Hypothesis (H_0)**: a statement in which no difference or effect is expected. If the null hypothesis is not rejected no changes will be made.
- **Alternate Hypothesis (H_1)**: relates to the statement to be accepted if/when the null hypothesis is rejected. Accepting the alternative hypothesis will lead to the change.

: “There will be no difference between men and women's consumption of soft drink.”

H_1 : There will be a significant difference between men and women's consumption of soft drink.”. (non-directional)

H_1 : Men will consume more soft drink than women (directional).



3:03 10

Vol 1 29.92 4G+ LTE2 KB/s

REC



Solve the following problems

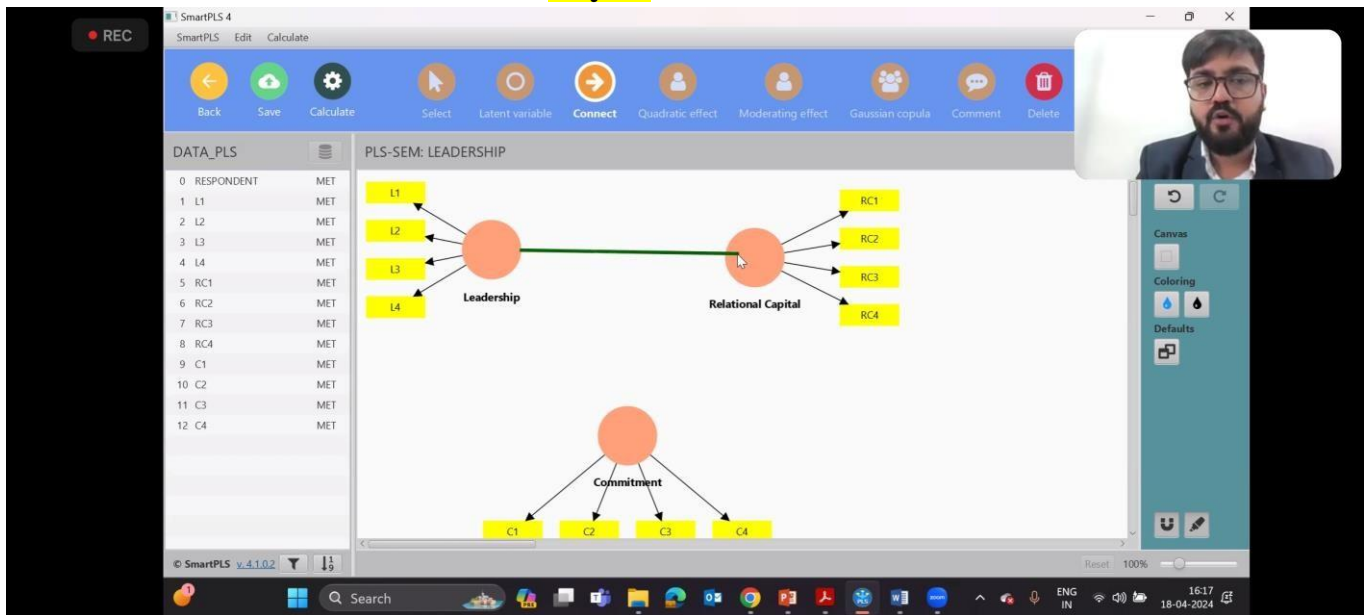
Constant breakdown of machinery

Reduced productivity of Maruti workers

Increased Student absenteeism

Decrease in sales and profit of CCD's CAFE

Day 03



The screenshot shows the SmartPLS 4 software interface displaying the "Indicators" table. The table lists 13 indicators with their respective statistical properties. The presenter's video call window is visible in the top right corner.

	Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness
Indicators	RESPONDENT	1	MET	0	46.000	46.000	1.000	91.000	1.000	91.000	26.268	-1.200	0.00
Samples	L1	2	MET	0	3.121	3.000	1.000	5.000	1.000	5.000	1.397	-1.171	-0.12
	L2	3	MET	0	3.209	3.000	1.000	5.000	1.000	5.000	1.379	-1.169	-0.25
	L3	4	MET	0	3.187	3.000	1.000	5.000	1.000	5.000	1.382	-1.173	-0.15
	L4	5	MET	0	3.110	3.000	1.000	5.000	1.000	5.000	1.296	-1.003	-0.08
Missing values	RC1	6	MET	0	3.198	3.000	1.000	5.000	1.000	5.000	1.188	-0.737	-0.03
	RC2	7	MET	0	3.055	3.000	1.000	5.000	1.000	5.000	1.261	-0.800	0.02
	RC3	8	MET	0	3.121	3.000	1.000	5.000	1.000	5.000	1.230	-0.867	-0.01
	RC4	9	MET	0	2.923	3.000	1.000	5.000	1.000	5.000	1.242	-0.749	-0.02
	C1	10	MET	0	3.758	4.000	1.000	5.000	1.000	5.000	1.103	-0.459	-0.53
	C2	11	MET	0	3.495	3.000	1.000	5.000	2.000	5.000	0.930	-0.840	0.10
	C3	12	MET	0	3.505	4.000	1.000	5.000	1.000	5.000	1.270	-0.719	-0.47
	C4	13	MET	0	3.330	3.000	1.000	5.000	1.000	5.000	1.359	-1.046	-0.35

Advantage of SEM over regression

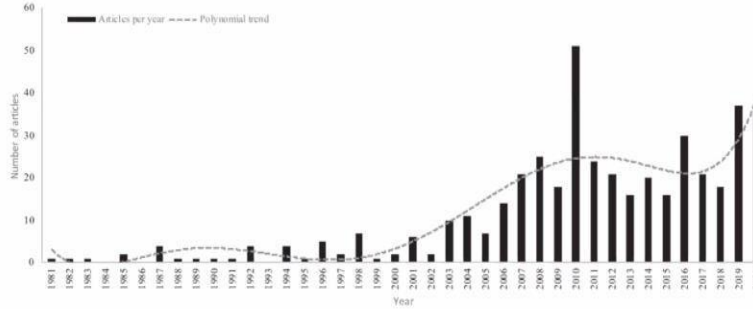
- Regression allows for **single dependent variable**, whereas SEM allows for **multiple dependent variable**
- SEM allows for variables to correlate, whereas regression adjusts for other variables in the model
- Regression **assumes perfect measurement**, whereas SEM accounts for measurement error.
- SEM can handle **multi-collinearity**, whereas regression can't.

REC

PLS-SEM



- PLS-SEM is an evolving statistical technique among researchers.



Source: Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology & Marketing*, 39(5), 1035-1064.

Day 04

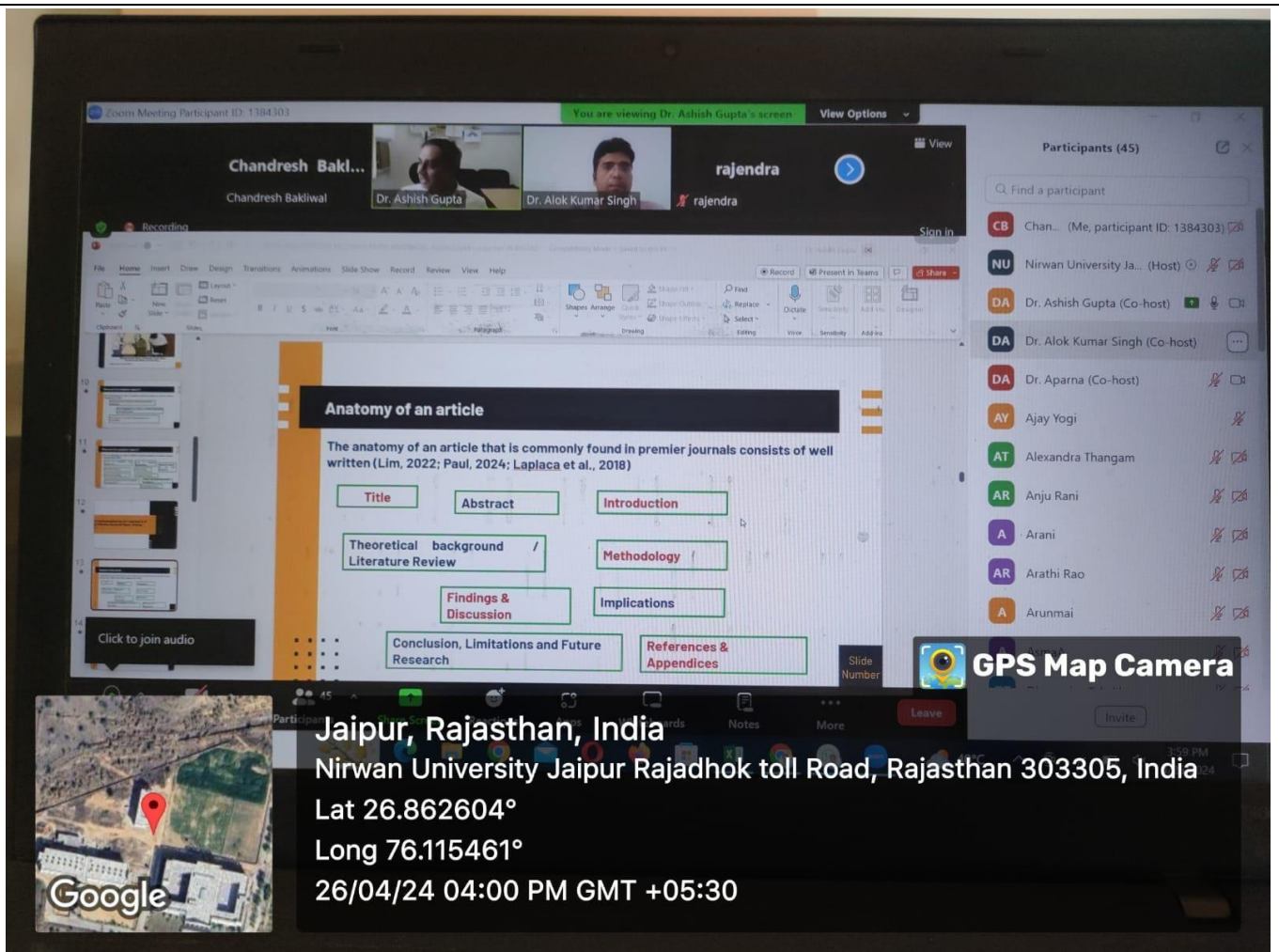
Anatomy of an article

The anatomy of an article that is commonly found in premier journals consists of well written (Lim, 2022; Paul, 2024; Laplaca et al., 2018)

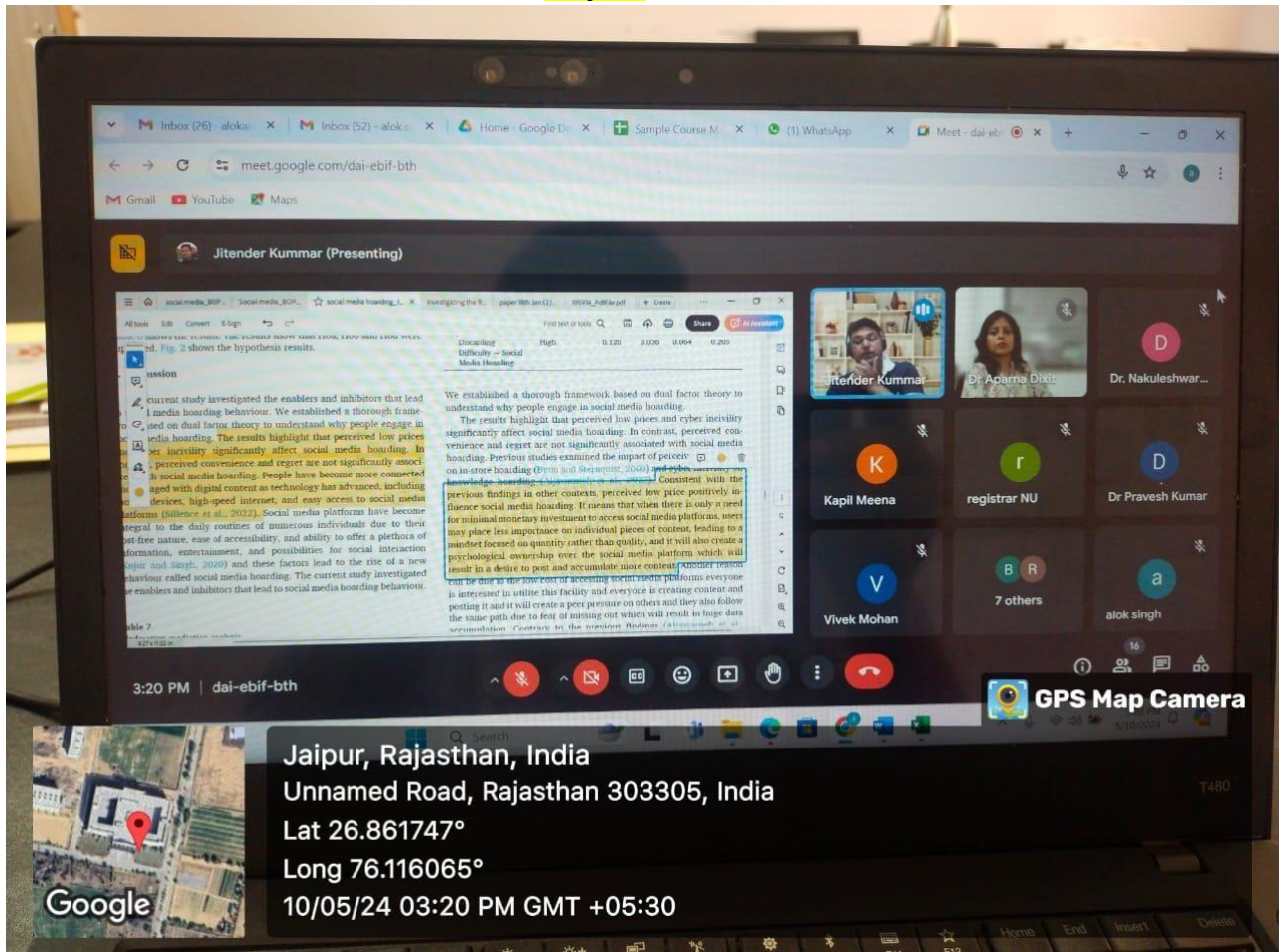
- Title
- Abstract
- Introduction
- Theoretical background / Literature Review
- Methodology
- Findings & Discussion
- Implications
- Conclusion, Limitations and Future Research
- References & Appendices

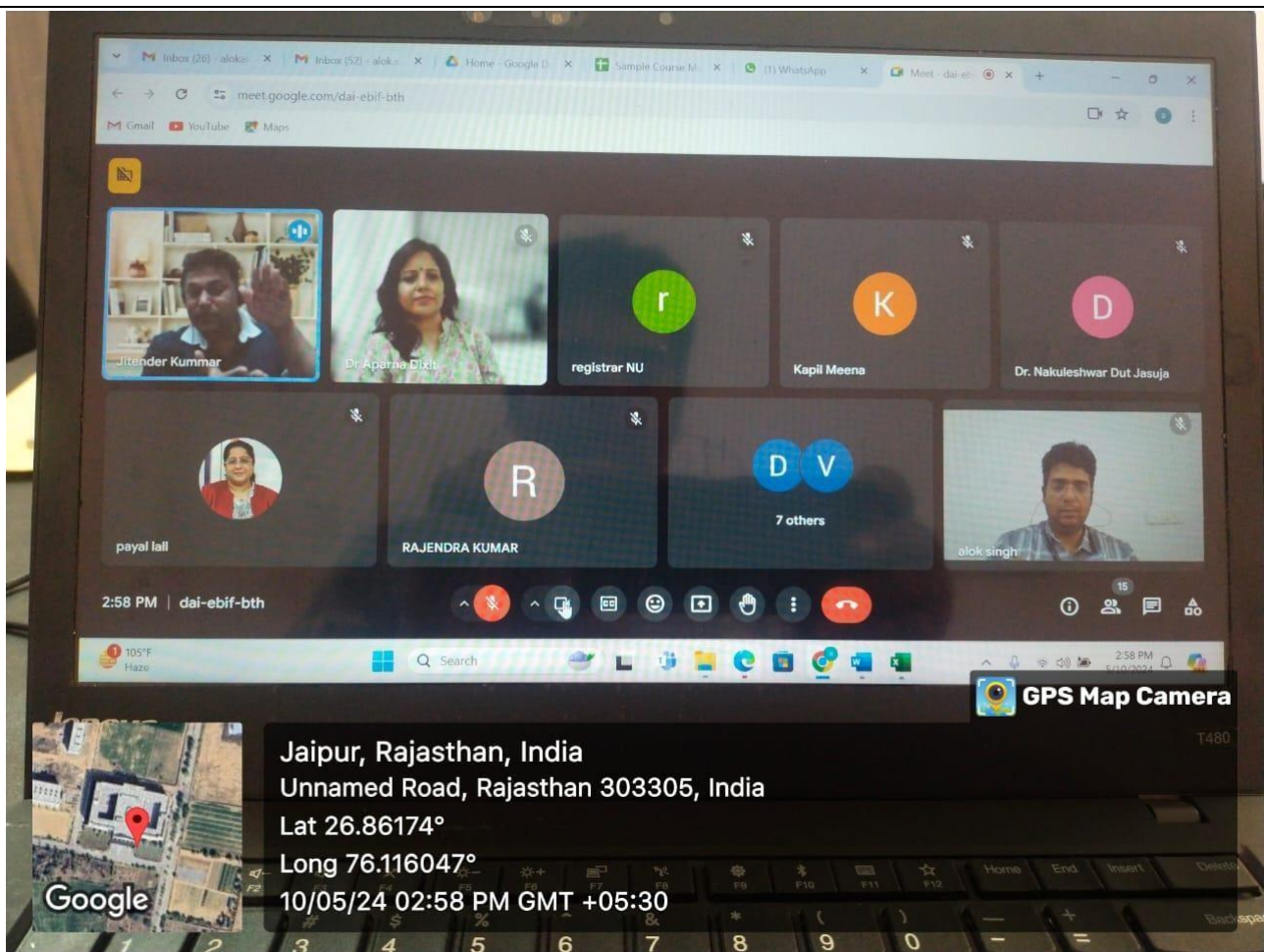
GPS Map Camera

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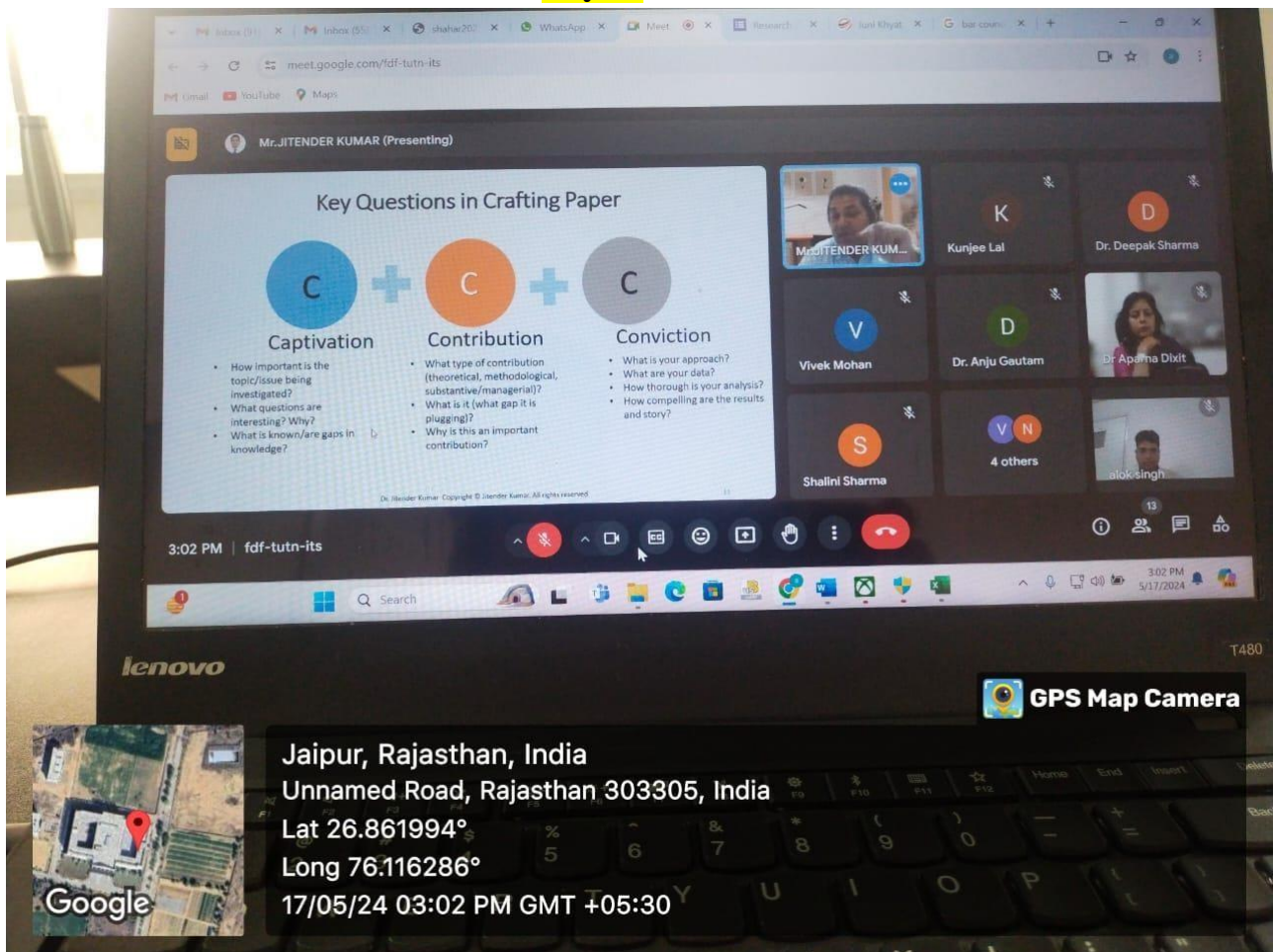


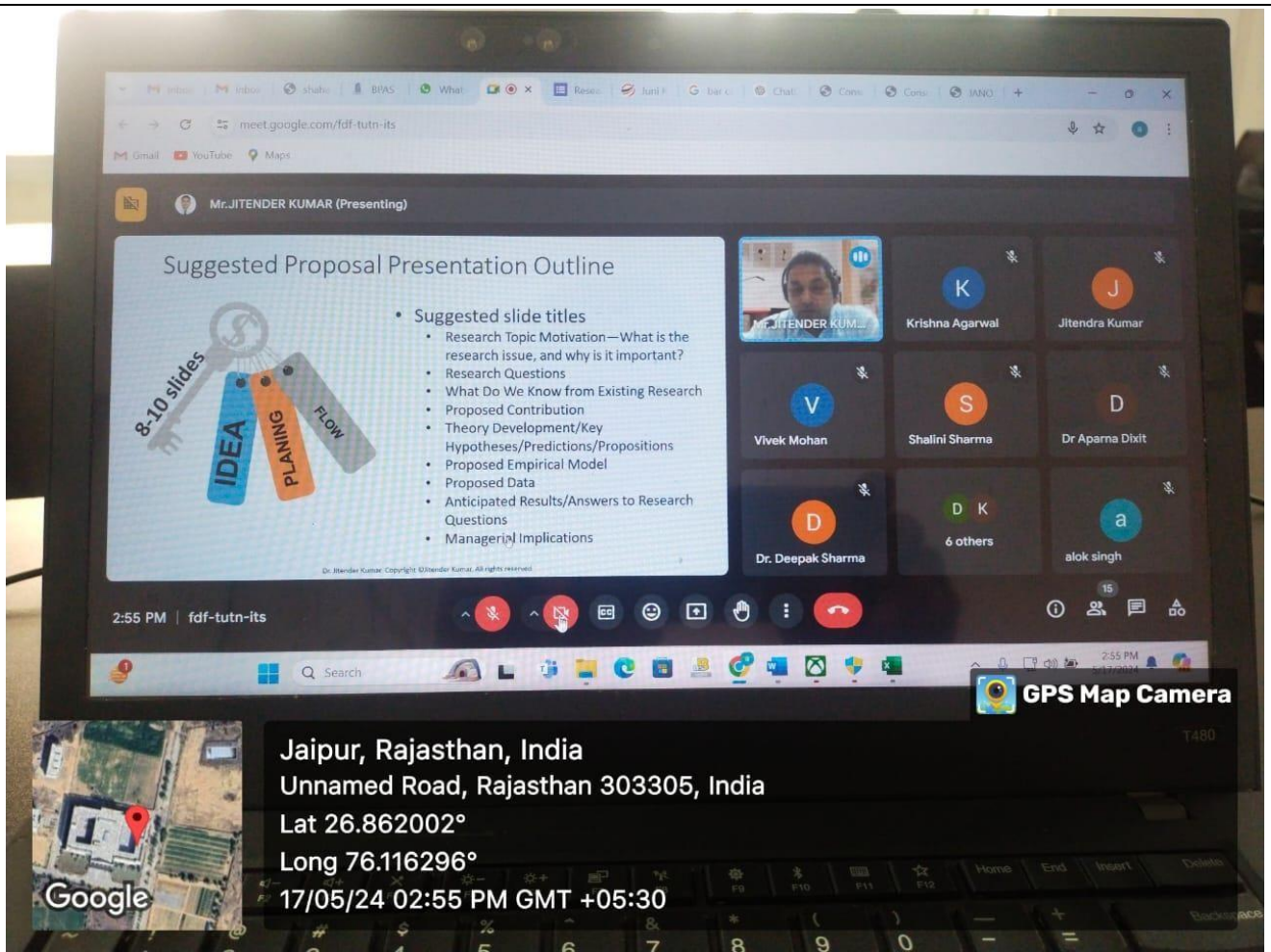
Day 05



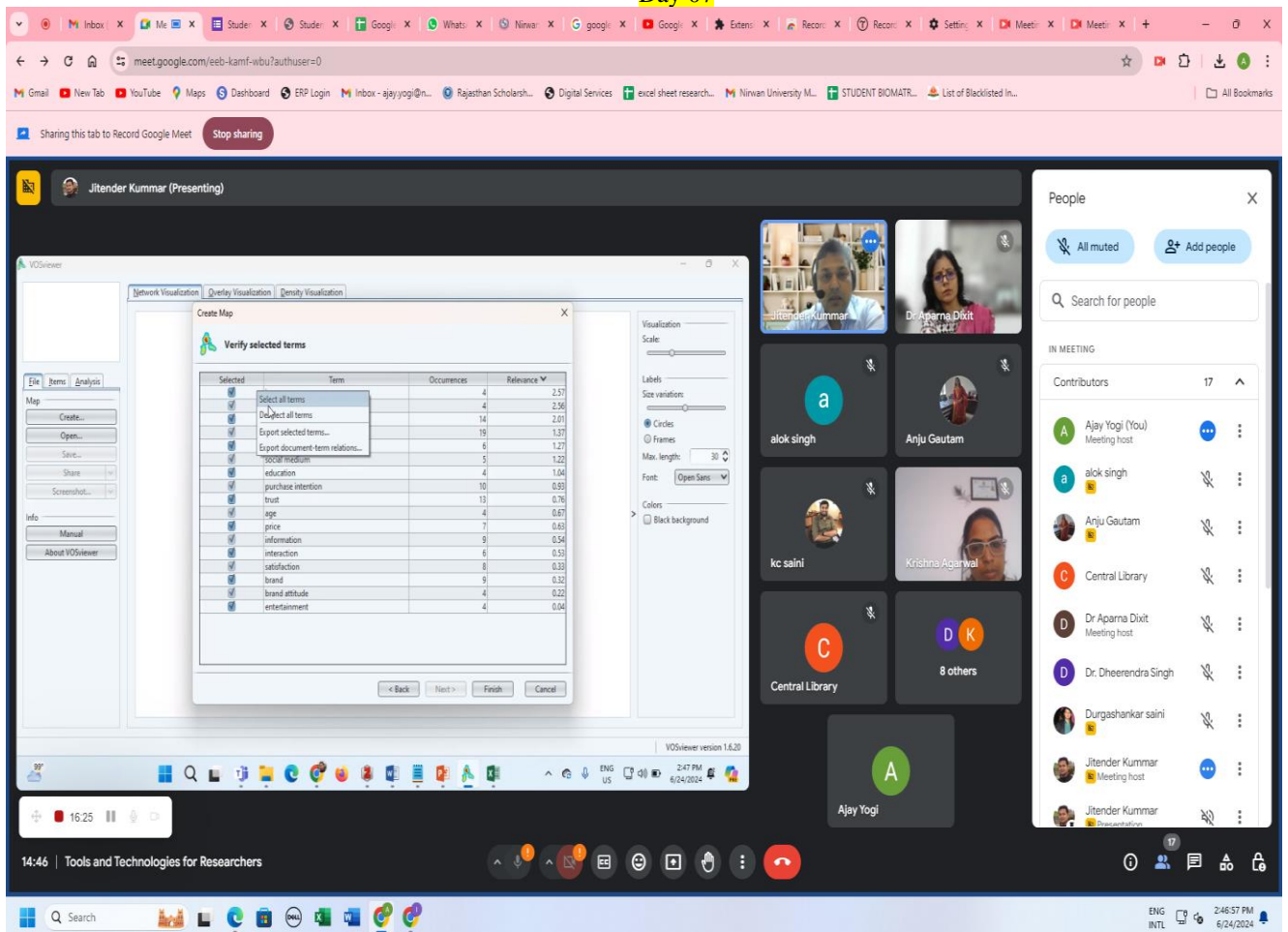


Day 06





Day 07



meet.google.com/eeb-kamf-wbu7au?authuser=0

Sharing this tab to Record Google Meet Stop sharing

Jitender Kumar (Presenting)

assistant by scite

Product Solutions Pricing Blog

"Demand and supply of electrical energy in increasing day by day". Please provide the study reference

The demand and supply of electrical energy are increasing, presenting challenges for electric utilities to efficiently and reliably meet this growing demand (Newsham & Bowker, 2010). Factors such as the rise in energy-consuming appliances significantly contribute to the increase in residential energy consumption (Ding et al., 2016). Strategies like time-varying pricing, load control, and energy efficiency improvements in households have been proven effective in managing and reducing electricity usage (Newsham & Bowker, 2010; Pothitau et al., 2016; Valenzuela et al., 2021). Maintaining a balance between electricity supply and demand is crucial, especially with the integration of volatile renewable energy sources and

References Search Strategy

...3289-3296, 2010-07-01 The effect of utility time-varying pricing and load control strategies on residential summer peak electricity use: a review Newsham, G. R.; Bowker, B. G. (613) 954 3733 g.r.newsham@mrc.cmc.gc.ca Abstract Peak demand for electricity in North America is expected to grow, challenging electrical utilities to supply this demand in a cost effective, reliable manner... >>

Section: Abstract

The effect of utility time-varying pricing and load control strategies on residential summer peak electricity use: A Review
Guy R. Newsham¹, Brent G. Bowker² 2010

38:15

15:08 | Tools and Technologies for Researchers

3:08 PM 6/24/2024

Day 08

Meet - myg-cddu-ony

meet.google.com/myg-cddu-ony?authuser=0

Mr. JITENDER KUMAR (Presenting)

social media_BOP RETAL... SPJMR_Markind Pharm... Int J Consumer Studies-2... 10-108_EIM-08-2021-065... Social media_BOP.pdf

Find text or tools AI Assistant

Criteria	Inclusion	Explanation	Exclusion	Explanation
Period	Till 2022	Not limited to a specific time period, to assess all relevant peer-reviewed studies	Any after Dec 2022	Published in the relevant period
Language	English	Preferred language for republished and high-ranked journals	Other languages	Difficult to translate and get the exact meaning
Study Type	Journal articles, peer-reviewed, empirical studies and working papers	SLR requires peer-reviewed high ranked journals	Books, book chapters, dissertations, conference proceedings	<ul style="list-style-type: none"> Books don't pass through blind peer review Certain past study results published in academic journals Conference proceedings will be submitted to journals later Limited availability of preserving the selected sample's homogeneity (Vallaster et al., 2019)
Journal Ranking	Only Journals listed in the Web of Science and Scopus database	Represent quality for their comprehensive and international coverage of the subject	Any paper published non-peer-reviewed journal	Scopus and WOS cover extensive peer-reviewed and noteworthy publications of various bibliometric investigations
Relevance	Studies	Topic: Understudy	Studies not	They only mentioned

14:42 | IQAC organizes Online Workshop on SLR Process

2:42 PM 7/30/2024

People

All muted Add people

Search for people

IN MEETING

Contributors 20

- IQAC Data Center (You) Meeting host
- Ajay Yogi
- Alok Singh
- Anju Gautam
- Bhavna Chauhan
- Central Library
- Dr. Aparna Dixit
- Dr. Akashdeep Singh
- kc.saini
- Krishna Agarwal

The screenshot shows a Google Meet session in progress. The main window displays a presentation slide titled "social media_BOP RETAILER.pdf". The slide content discusses the relationship between advertising and unhealthy food consumption, mentioning a systematic literature review (SLR) and citing various researchers like Mansfield-Devine, Denyer, and Tranfield. The slide also mentions the current study aims to address research gaps by conducting an SLR study on prior literature examining "the dark side" of food advertising.

On the right side, there is a "People" panel listing participants: Krishna Agarwal, Kunjee Lal, Mr. JITENDER KUMAR (Meeting host), Mr. JITENDER KUMAR (Presentation), Neelam Swami, Neetu Ridhii Siddhi, Pawan Kumar Soni, Payal Lall, Rakesh Kajja, Shalini Sharma, SREELEKHA DEVULAPAL, and VIKRAM SINGH KANDARI.

At the bottom of the screen, there is a status bar indicating "14:11 | IQAC organizes Online Workshop on SLR Process".

Media Report

निर्वाण यूनिवर्सिटी: ऑनलाइन वर्कशॉप सीरीज की शुरुआत

सिखाए रिसर्च पेपर राइटिंग व फंडामेंटल्स के गुरु

जयपुर @ पत्रिका प्लस. निर्वाण यूनिवर्सिटी के आइक्यूसी विभाग की ओर से 'रिसर्च मेथोडोलोजी फंडामेंटल्स और डाटा कलेक्शन टेकनिक्स' विषय पर ऑनलाइन वर्कशॉप सीरीज की शुरुआत हुई। विभाग की डायरेक्टर प्रो. अपर्णा दीक्षित ने बताया कि फैकल्टी मेंबर्स, रिसर्च स्कोलर्स और रिसर्च की आवश्यकताओं को ध्यान में रखते हुए



यह वर्कशॉप सीरीज शुरू की गई है, जिसमें रिसोर्स पर्सन फैकल्टी इंस्टीट्यूट ऑफ मैनेजमेंट एंड टेक्नोलोजी, ग्रेटर नोएडा के डॉ. जितेन्द्र कुमार थे। डॉ. कुमार ने रिसर्च

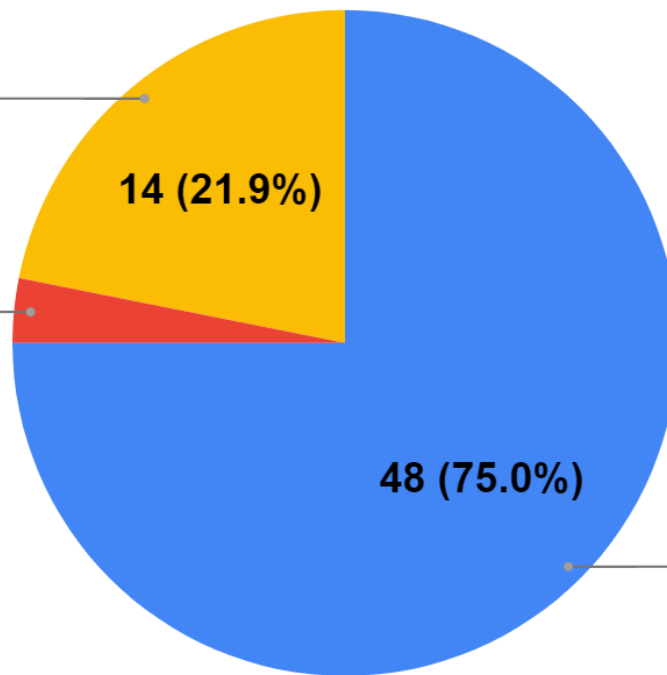
मेथोडोलोजी के विभिन्न पक्षों पर पीपीटी प्रेजेंटेशन के माध्यम से रिसर्च और रिसर्च पेपर राइटिंग की बारीकियों से अवगत करवाया। वर्कशॉप में रिसर्च के फंडामेंटल्स, प्रकार, डाटा कलेक्शन तकनीकी, डाटा एनालिसिस की नवीन तकनीक, एसपीएलएस, एसएलआर प्रोसेस और इफेक्टिव पेपर राइटिंग के गुरु सिखाए गए।

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21.9%

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Excellent
75.0%

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Report submitted to IQAC by: Prof. (Dr) Aparna Dixit, Director IQAC