

WINTER SCHOOL 2026

EXPANDING RESEARCH CAPABILITIES: A DEEP DIVE INTO RESEARCH METHODS



JANUARY 5-10, 2026



Organized by Jaipuria Institute of Management
(Lucknow, Noida, Jaipur, Indore)

Hosted by
Jaipuria Institute of Management, Lucknow

Academic Partner



ABOUT THE INSTITUTE

One of the most respected and dedicated business groups of the country, the house of Jaipuria has acquired a place and stature of its own in the industrial and educational arena.

Ever since our inception in 1942, it has become a benchmark for latest innovations in technology and efficient management, apart from our philanthropic activities.

Established in 1995, Jaipuria Institute of Management with 28 years of excellence in management education is one of the largest group of India, offering Post Graduate Diploma in Management (PGDM) and doctoral level Fellow Program in Management (FPM) recognized by Ministry of Human Resources, Govt. of India.

Our 4 campuses are ranked Amongst Top Management Institutes in India by National Institutional Ranking Framework (NIRF), 2025.



NOIDA
41st

LUCKNOW
67th

JAIPUR
74th

INDORE
101-125
BAND



THE OBJECTIVE OF WINTER SCHOOL-2026

The Winter School offers a comprehensive and insightful overview of research methods designed for scholars and academicians. The objective of Winter School 2026 is to provide a platform for doctoral researchers and faculty members to enhance their understanding of research methodologies and explore new tools, software, and models that can strengthen their research work. The program will emphasize developing high-quality research papers and publishing in reputed journals. It aims to help participants build strong research skills and knowledge valuable for academic publications and thesis writing. With this vision, Jaipuria Institute of Management, Lucknow, invites you to join the Winter School 2026 Expanding Research Capabilities: A Deep Dive Into Research Methods.



PARTICIPANTS

Winter School would be beneficial for doctoral scholars, researchers, academicians, people from Industry, and policymakers.

LAST DATE TO REGISTER: DECEMBER 15, 2025

Registration Fee INR 2500/- for 5 days

Winter School	Participants (Indian)	500 INR (Per day)
Winter School	Participants (Foreign)	15 \$ (Per day)

Registration Link:

<https://forms.gle/nmMihnHygxrRx3eG9>

ACCOUNT DETAILS FOR PAYMENT

Bank Name	Axis Bank Ltd.
Account Name	Jaipuria Lucknow Fees Collection
Account No.	913010055532569
IFSC	UTIB0000040
Swift Code	AXISINBB040
Address	Plot No 5 & 6 Local Shopping Center, DP Block Pitampura, New Delhi 110088

EMINENT SPEAKERS



**Dr. Garry Tan
Wei Han**

Dr. Garry Tan Wei Han is a Professor at UCSI University. He previously served as Associate Professor and Co-director of the Centre for Data Science and Analytics at Taylor's University, and earlier as Assistant Professor and Chairperson of the Centre for Business and Management at Universiti Tunku Abdul Rahman. He holds a PhD from Asia University, an MSc in Management from the University of Edinburgh, a Bachelor's in Economics (Hons) from University Malaya, and two insurance diplomas with Honors from the LOMA Society, USA.



**Dr. M. P.
Gupta**

Prof. M P Gupta became the Director of IIM Lucknow on April 23, 2025. He previously served as Head of the Management Department and Dean (Planning) at IIT Delhi. Known for pioneering work in e-governance, he has guided 38 Doctoral theses, published 250+ research papers, and co-authored the book "Government Online" and two other edited books, "Towards E-Government" & "Promise of E-governance". He contributes significantly to India's "Digital India" and "Smart City" programs and successfully introduced the EU-developed 'FIWARE' platform to India. He is a recipient of the prestigious HSS fellowship and multiple Best Professor awards.



**Dr. Jogendra
Kumar Nayak**

Dr. Jogendra Kumar Nayak is a distinguished Professor at the Department of Management Studies, IIT Roorkee. His expertise lies in Marketing Research, B2B Marketing, Pricing, Consumer Behavior, Marketing Communication, and Sustainable Marketing, with several publications in reputed international journals.



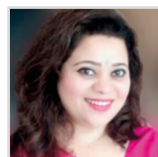
**Dr. Satish S
Maheshwarappa**

Dr. Satish S. M. is a Professor of Marketing at IIM Tiruchirappalli. He holds a PhD in Marketing from IIT Madras and a PGDM from IIM Ahmedabad. Before joining IIM Trichy, he taught at IIM Lucknow and spent over a decade in business development and marketing across the pharma and IT sectors. His research focuses on consumer decision-making, online/offline information search, social media behaviour, and digital marketing. He has published in top journals such as the Journal of Business Research and Asia Pacific Journal of Marketing and Logistics, and teaches marketing research, IMC, pricing strategies, and digital marketing.



**Dr. Shreya
Mishra**

Dr. Shreya Mishra is a faculty member of OB & HRM at BIMTECH and Editor of SAJBMC Sage. Her research interests lie in Workplace Bullying, Power, Identity, Intersectionality, and Qualitative Research Methods. She has contributed to both academia and industry discussions through her teaching, publications, and research projects funded by ICSSR and Erasmus.



**Ms. Sangeeta
Menon**

Ms. Sangeeta Menon is the Publishing Relationship Manager at Emerald Publishing, leading the publishing program for India, Sri Lanka, Bangladesh, Nepal, Maldives, and Bhutan. Before joining Emerald, she worked with leading publishers like Taylor & Francis (Editor - Journals, South Asia), Elsevier (Publisher, South Asia), and Wiley (Publishing Manager, India).

EMINENT SPEAKERS



**Dr. Ramzan
Sama**

Dr. Sama holds a Ph.D. in Marketing and is a UGC-NET qualified academic with over 16 years of experience in teaching and management research at prestigious Indian institutes. He is currently the Dean of Research and Associate Professor of Marketing at Jaipuria Institute of Management, Jaipur. His previous roles include serving as Marketing faculty at the School of Business Management, NMIMS, Indore. Dr. Sama is a prolific author with multiple publications in ABDC and Scopus-indexed journals, magazines, and book chapters.



**Dr. Amiya
Kumar
Mohapatra**

Dr. Amiya Kumar Mohapatra is a Professor of General Management specializing in Strategy, Economics, and Public Policy, and Dean (Research) at Jaipuria Institute of Management, Indore. He has held key administrative positions, including Dean/Deputy Director and Chair for Accreditation and International Collaborations. Dr. Mohapatra, a recipient of the FIIB Star Performer Award, also serves as a guest editor for several reputed journals.



**Dr. Arti
Chandani**

Dr. Arti Chandani is a Professor and the Chairperson (FPM) at Jaipuria Institute of Management, Lucknow. She is a recognized finance expert known for excellence in research and teaching. She has authored over 50 papers (including an "A" category journal) and received a 13,500 Euro scholarship for the ITP at Vlerick Business School, Belgium. A "Best Teacher" awardee, she has guided four Ph.D. scholars.



Dr. Atul Shiva

Dr. Atul Shiva is an Assistant Professor and FPM Chair at Jaipuria Institute of Management, Noida. He earned his PhD in Behavioural Finance from Punjabi University, Patiala, focusing on social media and investor behaviour. With 21 years of teaching experience, his expertise lies in Behavioural Finance and Business Analytics. He is a certified SmartPLS trainer from TU Hamburg, Germany, and has several publications in reputed Scopus-indexed journals such as Journal of Business Research, Marketing Intelligence and Planning, and Journal of Knowledge Management.



**Dr. Monika
Agrawal**

Dr. Monika Agrawal is an Assistant Professor at Jaipuria Institute of Management, Indore, in HR/OB area. She received her PhD from the Department of Management Studies, Malaviya National Institute of Technology, Jaipur. She is certified on topics of emotional intelligence and AI in HRM. Her research interests include general management, organizational stress, work-family issues, and quantitative research techniques.

PROGRAM DETAILS

Day 1: 5th January 2026

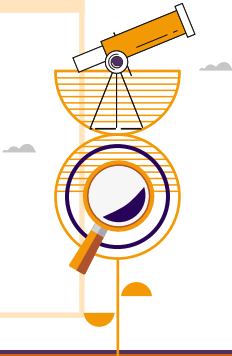
10:00 AM to 11:00 AM	Inaugural Function	Chief Guest - Dr. M. P. Gupta, Director, IIM Lucknow
11:11 AM to 12:00 PM	Data Collection and Cleaning	Dr. Jogendra Kumar Nayak Professor, Department of Management Studies, IIT Roorkee
12:15 PM to 01:45 PM	Hypothesis development and approach to testing	
2:30 PM to 4:00 PM	Hands-on Activity	
4:15 PM to 5:45 PM	Hands-on Activity	

Day 2: 6th January 2026

10:00 AM to 11:30 AM	Introduction to Experimental Research	Dr. Satish S Maheshwarappa Professor, Marketing, IIM Tiruchirappalli
11:45 AM to 01:15 PM	Types and Methods of Experimental Research	
2:00 PM to 3:30 PM	Hands-on Activity	
3:45 PM to 5:15 PM	Hands-on Activity	
5:30 PM to 6:30 PM	AI in Research Publishing	Ms. Sangeeta Menon Publishing Relationship Manager, Emerald Publishing

Day 3: 7th January 2026

10:00 AM to 11:30 AM	Handling Structural Model Assessment using PLS-SEM in SmartPLS 4.0 software	Dr. Atul Shiva Asst. Professor & Chairperson - FPM Jaipuria Institute of Management, Noida
11:45 AM to 01:15 PM	Handling Structural Model Assessment Using PLS-SEM in SmartPLS 4.0 Software	
2:00 PM to 3:30 PM	Hands-on Activity	
3:45 PM to 5:15 PM	Hands-on Activity	



PROGRAM DETAILS

Day 4: 8th January 2026

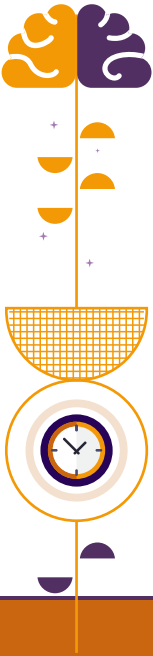
10:00 AM to 11:30 AM	Introduction to Qualitative Research	Dr. Shreya Mishra Professor, Human Resource Management, BIMTECH, Noida
11:45 AM to 1:15 PM	Types and Methods of Qualitative Research	
2:00 PM to 3:30 PM	Hands-on Activity	
3:45 PM to 5:15 PM	Hands-on Activity	

Day 5: 9th January 2026

10:00 AM to 11:30 AM	Nitty Gritty for Conceptual Framework and Impactful Research	Dr. Ramzan Sama Dean (Research), PAN FPM Chair, Jaipuria Institute of Management, Jaipur
11:45 AM to 01:15 PM	Interpretive Structural Modelling for Multi-Criteria Decision-Making	Dr. Monika Agrawal Assistant Professor & Chairperson - FPM, Jaipuria Institute of Management, Indore
2:00 PM to 3:30 PM	Critical Discourse Analysis	Dr. Amiya Kumar Mohapatra Dean (Research) & Professor - FPM, Jaipuria Institute of Management, Indore
3:45 PM to 5:15 PM	Submission to Acceptance: What Goes Behind the Scene	Dr. Arti Chandani Professor & Chairperson - FPM, Jaipuria Institute of Management, Lucknow

Day 6: 10th January 2026

10:00 AM to 12:00 PM	Valedictory session	Chief Guest Dr. Garry Tan Wei Han Senior Professor, UCSI University, Malaysia
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PATRON



Dr. Kavita Pathak
Director & Professor,
Jaipuria Institute of Management,
Lucknow



Dr. Anubhav Mishra
Dean (Research) & Professor,
Jaipuria Institute of Management,
Lucknow



Dr. Arti Chandani
Professor & Chairperson - FPM,
Jaipuria Institute of Management,
Lucknow

CORE COMMITTEE – FPM CHAIRS

Dr. Ramzan Sama
Dean (Research) & Chairperson - FPM,
Jaipuria Institute of Management, Jaipur

Dr. Arti Chandani
Professor & Chairperson - FPM
Jaipuria Institute of Management, Lucknow

Dr. Monika Agrawal
Asst. Professor & Chairperson - FPM
Jaipuria Institute of Management, Indore

Dr. Atul Shiva
Asst. Professor & Chairperson - FPM,
Jaipuria Institute of Management, Noida

ORGANISING COMMITTEE



Ms. Raksha Dubey
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PUBLICATIONS OF FPM SCHOLARS



Ms. Ritika Jain, FPM Scholar (Batch 2020)

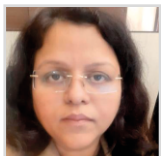
Research paper titled "Knowledge Management during Emergency Remote Teaching: An Interpretative Phenomenological Analysis of Transition Experiences of Faculty Members" published in the **Journal of Knowledge Management**.
<https://www.emerald.com/insight/content/doi/10.1108/JKM-02-2023-0112/full/html>

Research paper titled "Me-time and Well-being: Rethinking Balance in the Modern Work-Life Landscape" published in the **South Asian Journal of Business and Management Cases, SAGE Publications**.
<https://journals.sagepub.com/doi/full/10.1177/22779779251353442>

Ms. Juhi Srivastava, FPM Scholar (Batch 2020)

Research paper titled "Inclusive Marketing Communication with Specific Reference to LGBTQ: A Review of Literature and Directions for Future Research" published in the **FIIB Business Review**.
<https://journals.sagepub.com/doi/full/10.1177/23197145241291407>

Research paper titled "Impact of Inclusive Marketing Communication on Brand Love and Brand Attitude" published in **Corporate Communications: An International Journal (Emerald, 2025)**.
<https://www.emerald.com/insight/content/doi/10.1108/CCIJ-02-2024-0021/full/html>



Ms. Smita Pande, FPM Scholar (Batch 2021)

Research paper titled "Digital Governance Across Whole-of-the-Government: Opportunities and Challenges" published in **Financial Internet Quarterly (Vol. 21, No. 1, 2025)**.
<https://journals.wsiz.edu.pl/fiq/article/view/1183>

Research article titled "ESG Reporting – Do Words Speak Louder Than Actions: A Grounded Theory Approach" published in **Qualitative Research in Financial Markets (Emerald, 2025)**.
<https://www.emerald.com/insight/content/doi/10.1108/QRFM-12-2024-0371/full/html>

Literature review titled "Five Decades of ESG Reporting Research: A Synthesis and Future Research Avenues" published in **Corporate Communications: An International Journal (Emerald, 2025)**.
<https://www.emerald.com/insight/content/doi/10.1108/CCIJ-01-2025-0020/full/html>

Case study titled "Elon Musk and Twitter: A Saga of Tweets" published in **Sage Business Cases**.
<https://sk.sagepub.com/cases/skpromo/dhKrQq/elon-musk-and-twitter-a-saga-of-tweets>

Mr. Abhinav Sharma, FPM Scholar (Batch 2021)

Research article titled "The Role of Positive Anticipated Emotions in Influencing Purchase Intentions of Battery Electric Cars in Emerging Markets" published in **Journal of International Consumer Marketing**
DOI: <https://doi.org/10.1080/08961530.2023.2215464>

Research article titled "Examining Resistance of Adoption to Innovation in Emerging Markets: A Study on Electric Cars in India" published in **FIIB Business Review**.
DOI: <https://doi.org/10.1177/23197145231223058>



PUBLICATIONS OF FPM SCHOLARS



Ms. Akanksha Rajput, FPM Scholar (Batch 2021)

Research paper titled "Sustainable Apparel Purchase Intention: Influence of Branding on Indian Consumers" published in the **Journal of Textile Association (India)** on 6 Dec 2024, Volume/Issue: Vol. 85, Issue 4
DOI: 10.5281/zenodo.14604631

Research paper titled "Influence of consumption values on consumer attitude towards sustainable apparel purchase intention: evidence from the Indian apparel market" published in the **Research Journal of Textile and Apparel** on 17th June 2025.
DOI: <https://doi.org/10.1108/RJTA-06-2024-0090>

Ms. Raksha Dubey, FPM Scholar (Batch 2022)

Case study titled "Elon Musk and Twitter: A Saga of Tweets" published in **Sage Business Cases**.

<https://sk.sagepub.com/cases/skpromo/dhKrQq/elon-musk-and-twitter-a-saga-of-tweets>



Ms. Shuchita Tewari, FPM Scholar (Batch 2022)

Research paper titled "Synergizing flexible work arrangements with learning organizations: a bibliometric analysis and strategic research agenda" published in **Business Process Management Journal**
<https://www.emerald.com/bpmj/article/doi/10.1108/BPMJ-09-2024-0842/1252654/Synergizing-flexible-work-arrangements-with>

Research paper titled "Role of online health communities in patient compliance: a social support perspective" published in **Journal of Systems and Information Technology**
<https://www.emerald.com/jsit/article/26/4/562/1231996/Role-of-online-health-communities-in-patient>

Mr. Sohom Banerjee, FPM Scholar (Batch 2024)

Research paper titled "The Future of Metaverse: A Behavioral Reasoning Perspective With a text-mining Approach" published in the **Journal of Consumer Behaviour** (ABDC-A) (Citation: 33).
<https://onlinelibrary.wiley.com/doi/10.1002/cb.2336>

Research paper titled "Factors affecting investors' inclination towards sustainable investment: a comparative study based on gender" published in the **Academy of Marketing Studies Journal** (ABDC-B).
<https://www.abacademies.org/articles/factors-affecting-investors-inclination-towards-sustainable-investment-a-comparative-study-based-on-gender.pdf>

Research paper titled "Agile Community Service and Socio-Emotional Growth: Critical Thinking in Transformative Assessment" published in the book **Critical Thinking in Diagnosis and Therapy of Cognitive and Behavioral Disorders**, edited by Dr. Sherouk J. Kadham and published by IGI Global. (SCOPUS Index).
DOI: 10.4018/979-8-3373-1812-7.ch007



CAREER PROGRESSION



Mr. Vinay Khandelwal, FPM Scholar (Batch 2019)

Current Designation: Assistant Professor (Finance), ICFAI Business School, ICFAI University Jaipur

President – ICFAI Innovation & Entrepreneurship Council (IIEC)

Chair – Centre for Business Sustainability (CBS)

Visiting: University of Stirling, Eaton Business School Dubai, National Institute of Agricultural Marketing Jaipur, Taxila Business School Jaipur

Mr. Kapil Agrawal, FPM Scholar (Batch 2019)

Assistant Professor - ICFAI University, Jaipur

14 Years of industry experience, including 7 years of experience as an entrepreneur and 7 years as a Marketing Professional in the Ceramic Industry



Ms. Akshita Gupta, FPM Scholar (Batch 2019)

Current Designation: Assistant Professor, Poornima University

Ms. Ritika Jain, FPM Scholar (Batch 2020)

Current Designation: Assistant Professor (Human Resource Management & Organizational Behavior), IILM Lucknow

She currently teaches HRM & OB courses at IILM Lucknow, where she also serves as an Event Coordinator, Student Engagement Lead, and BBA Coordinator



Ms. Juhi Srivastava, FPM Scholar (Batch 2020)

Current Designation: Assistant Professor (Marketing), Lovely Professional University Punjab

Ms. Ashima Agrawal, FPM Scholar (Batch 2021)

Current Designation: Assistant Professor (Marketing), Vivekananda Global University, Jaipur

She currently teaches BBA and MBA students, offering courses such as Consumer Behaviour, Digital & Social Media Marketing, and Service Marketing. Within a span of just six months at the university, she has actively taken on multiple academic and institutional responsibilities — including co-managing Faculty Development Programs (FDPs), contributing to curriculum enhancement, and supporting initiatives aimed at enriching the overall learning experience for students.





JAIPURIA

INSTITUTE OF MANAGEMENT

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