

> Tuesday, February 2nd, 2021

15:00 - 16:30

MARKETING RESEARCH SEMINAR

RESEARCH
SEMINAR



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

“GENERATING RELEVANT IDEAS FOR RESEARCH TO PUBLISH IN TOP JOURNALS” BY DR. V. KUMAR (VK)

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ABSTRACT

This talk will show various ways to generate ideas that are shown to be relevant. While the sources of relevant ideas could be many, there are a few sources that undeniably are deemed appropriate. Of course, Rigor is needed in the execution these ideas. We demonstrate that the rigor can be in conceptual, analytical, and empirical form. When both rigor and relevance are present in a manuscript, then the challenge is how we tell the story in the manuscript. We will provide a few examples of storytelling and then provide guidance for drafting a manuscript that can be submitted.