MICACREM
Centre for Research Excellence in Marketing

MICA
THE SCHOOL OF IDEAS

ANNOUNCES WINTER SCHOOL



The Winter School encompasses two finely curated workshops intending to uplift the research acumen of our budding researchers and scholars.

WORKSHOP 1

THREE HALF DAY ONLINE WORKSHOP ON

EXPERIMENTAL RESEARCH DESIGN FOR RESEARCHERS

NOVEMBER 30 & DECEMBER 1 & 2, 2023

The workshop on experimental design is intended to acquaint the participants with the basics of designing experiments and applying them to marketing problems. The workshop will explore methods for controlling extraneous variation in experiments, such as blocking and randomization, using specific examples from the marketing area. The workshop will train the participants to design experiments, carry them out step by step, and analyze their data. It will discuss types of experimental designs, their differences, and their advantages and disadvantages.

WORKSHOP 2

TWO HALF DAY ONLINE WORKSHOP ON

SHAPING THROUGH THE REVIEW PROCESS: AUTHOR'S AND EDITOR'S PERSPECTIVE

DECEMBER 4 & 5, 2023

Navigating through peer review is critical to impactful scholarly work. Authors often face challenges in comprehending and forming a holistic perspective of the reviews received from anonymous reviewers, and the editorial team. This workshop will take us through the review journey of a manuscript and bring the editor's and author's perspectives respectively. To enable a holistic experience for the participants, this workshop is an extension to the Winter School on Experimental Design planned by CREM.

WORKSHOP 1

THREE HALF DAY ONLINE WORKSHOP ON

EXPERIMENTAL RESEARCH DESIGN FOR RESEARCHERS

NOVEMBER 30 & DECEMBER 1 & 2, 2023



IMPORTANT DATES

Registration open: 3rd September 2023

Registration closes: 25th October 2023

Experimental design, a widely used research approach, is a powerful tool for understanding cause-and-effect relationships. It's a critical method for many scientific and academic studies. It allows us to test theories, develop new products, and make groundbreaking discoveries. Experiments gradually become principal tools for prudent decision-making that promote business value and growth. In the academic research experimental design is making its strong footing in terms of bringing relevant rigor to the given study.

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OBJECTIVE

To nurture experimental research method skills in researchers.

WHAT TO EXPECT

- Learning the basics of experimental design.
- Conducting an experiment and performing data analysis and interpretation.
- Develop confidence through a hands-on experience.

FACILITATOR



PROF. GIAMPAOLO VIGLIA
Professor of Marketing,
University of Portsmouth, UK

Prof. Giampaolo Viglia is Professor of Marketing and Associate Head (Research and Innovation) at the University of Portsmouth. He is also the Research Lead for the Marketing Subject Group and is an expert in field experimental design research. Further, he is the Editor-in-Chief of *Psychology & Marketing* and one of the Associate Editors of *Annals of Tourism Research*. He has published, reviewed and guest-edited for top journals in his field, such as the *Journal of the Academy of Marketing Science, the Journal of Retailing, the International Journal of Research in Marketing, the Journal of Product Innovation Management,* and *the Journal of Service Research.*

He now sits on the Editorial Boards of *Tourism Management, Journal of Service Research, Journal of Travel Research, Journal of Advertising Research, Journal of Business Research , International Journal of Hospitality Management ,and Journal of Services Marketing.* He is also one of the Associate Editors of *Service Industries Journal* and *Tourism Review.*

Prof. Viglia's research interests lie in the areas of pricing, consumer decision-making, and online reputation. Methodologically, he enjoys both quantitative studies and conducting field experiments. His approach is interdisciplinary, drawing on economics, management, and psychology.

SCHEDULE OF WORKSHOP 1

Day 1 (November 30) Introduction to experimental design

6.00 p.m. – 6.15 p.m.	Inauguration of the Winter School Workshop	**Welcome address by CREM Chairs**
6.15 p.m. – 7.15 p.m.	Session 1	**Introduction: To experiment or not to experiment (When to use experiment)**
7.15 p.m. – 7.30 p.m.	Break	
7.30 p.m. – 8.30 p.m.	Session 2	**Practice session and discussion on developing ideas/Generating hypotheses suitable for testing by experimental design**

DAY 2 (December 1) – Overview & Design

6.00 p.m. – 7.00 p.m.	Session 1	**What kind of experiment?**
7.00 p.m. – 7.15 p.m.	Break	
7.15 p.m. – 8.15 p.m.	Session 2	**Independent, Dependant Variables and Procedure: Operationalizations and data collection (including practical demonstrations)**
8.15 p.m. – 9.00 p.m.	Session 3	**Practice Session and discussion**

DAY 3 (December 2) – Analysis & Results

6.00 p.m. – 7.30 p.m.	Session 1	**SPSS Session on data importing and Analysis and Results: Main effects, mediation, moderation, Write up and the publication process**
7.30 p.m. – 7.45 p.m.	Break	
7.45 p.m. – 8.30 p.m.	Session 2	**Practice session on Conducting studies with experiments**

TOPICS

Introduction:

To experiment or not to experiment?

- Type of questions: causality vs correlations
- Types of effects
- Generating testable and interesting hypotheses

Overview and Design:

What kind of experiment?

- Between participant designs
- Within participant designs
- Mixed designs

Independent and Dependent Variables:

Operationalizations

- Tasks, paradigms and measures
- Varying IV's and moderators: manipulating states, measuring traits
- Measuring DV's and mediators (explicit vs. implicit measures)

Procedure:

Conducting experiments in the lab

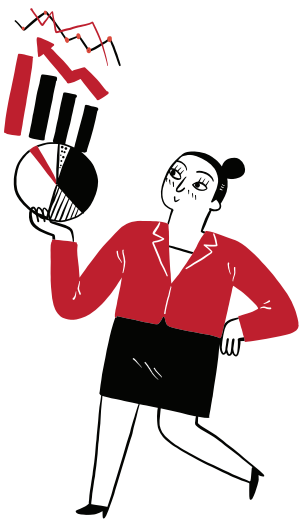
- Programming experiments in Qualtrics
- Collecting the data from the lab and online

Analysis and Results

- Importing the data in SPSS
- Testing your hypotheses
- Moderation, mediation and beyond (i.e., testing mediated moderation/moderated mediation)

General Discussion:

- From data to results to publications
- Pitfalls and tips in pursuing focused research program



WORKSHOP 2

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SHAPING THROUGH THE REVIEW PROCESS: AUTHOR'S AND EDITOR'S PERSPECTIVE

DECEMBER 4 & 5, 2023



Navigating through peer review is critical to impactful scholarly work. Authors often face challenges in comprehending and forming a holistic perspective of the reviews received from anonymous reviewers, and the editorial team.

Our facilitators, Prof. Shaphali Gupta (Co-Chair, CREM) and Prof. Mayank Kumar (Co-Chair, CREM) will take us through the review journey of a manuscript and bring the editor's and author's perspectives respectively. To enable a holistic experience for the participants, this workshop is an extension to the Winter School on Experimental Design planned by CREM.

OBJECTIVE

To acquaint the participants with the journey a research paper goes through in the course of publication and share insights on how to constructively shape a manuscript leading to publication in a high-impact academic outlet.

WHAT TO EXPECT

- To understand the criticality of the review process journey and help the authors develop an accurate and balanced approach towards it.
- To take insights from the facilitators who have undergone the review journey and already published research papers in high-impact journals.
- To learn how to handle contradictory review comments.
- To understand the journal and editor's view of rejection and acceptance of the work.

WORKSHOP PLAN

The workshop will be organized over two days. On the first day, the facilitator will share the author's perspective of the review process and on the second day, the editor's perspective of the review process will be discussed.

SCHEDULE OF WORKSHOP 2

Day One / 4 Dec 2023

6.00 p.m.- 6.15 p.m.		Introduction
6.15 p.m. – 8.15 p.m.	Session 1	Author's perspective of the review process

Day Two / 5 Dec 2023

6.00 p.m.- 8.00 p.m.	Session 2	Editor's perspective of the review process

Delivery Mode: The workshop sessions will be scheduled on an online platform. The link for the same will be sent to your email ID two days prior to the workshop.

For any query, please contact on crem@micamail.in

FACILITATOR



PROF. SHAPHALI GUPTA

Shaphali Gupta is the Mani Ayer Chair Professor of Marketing and Co-Chair, CREM at MICA, The School of Ideas, India. She is also a Co-Chair for FPM and Research at MICA. She is an Associate Editor of ABDC A journals like, Journal of Business Research and Journal of Strategic Marketing, and on the Editorial board of various international journals. She is known for her work in greater good innovation, engagement, emerging markets, new-age technology, and marketing strategy. Her work has been published in various quality journals, including UT Dallas, FT 50, and A* Journals, such as, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Journal of International Marketing, Journal of Advertising, Industrial Marketing Management and Journal of Interactive Marketing. Based on her research, she conducts management development programs for academicians and senior executives of major Indian companies regularly. Before entering academia, she had worked in the industry for a few years and was responsible for handling high-net-worth clients.

FACILITATOR



PROF. MAYANK KUMAR

Mayank Kumar is the Assistant Professor (Information Systems), Co-Chair, CREM, and head of the Digital Platform and Strategies area at MICA, The School of Ideas, India. He is an interdisciplinary scholar, working on the intersection of sociology, management, and technology. His scholarly outcomes have appeared in top-rated journals including Information Systems Journal (ABDC-A* and A Senior Scholar Basket of IS Journal), Journal of Knowledge Management (A), and International Journal of Information Management (A*). He has also presented his papers at flagship IS conferences such as the International Conference on Information Systems (ICIS) and the Americas Conference on Information Systems (AMCIS). Prof. Mayank was also selected to participate in the prestigious ICIS doctoral consortium 2018, held in Pacific Grove, USA.

REGISTRATION FEES

WORKSHOP 1 AND 2

• Ph.D. Scholars from India (Including masters students)	**4000 INR**
• Research/Academic Associate (Including post-doctoral fellow)	**4000 INR**
• Faculty Members from India	**8000 INR**
• Overseas Ph.D. Scholars	**100 USD**
• Overseas Faculty Members	**150 USD**

REGISTRATION STEPS

STEP 1

Visit https://forms.gle/Nk9tkUFDjfc1mAyY8 for registration form and payment details

STEP 2

After registration and payment, please email us the complete transaction details immediately at crem@micamail.in

DELIVERY MODE

The workshop sessions will be scheduled on an online platform. The link for the same will be sent to your email id two days prior to the workshop.

E-CERTIFICATION

The workshop participants will be given a certificate of participation after the completion of the workshop.

For registration and payment-related queries:
Email: crem@micamail.in

Contact persons:
Dr. Vaishali Singh ● vaishali.singh@micamail.in
Dr. Yupal Shukla ● yupal.shukla@micamail.in
For workshop related queries and information, please contact on: (+91) 94084 81728

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