





Director's Message

Management education is at the cusp of a major shift. Technology, geopolitics, and rapid innovation conspire to craft the futures of today's students very differently from that of generations before them. Standard curricular approaches, models, and structures struggle to arm students with the skills they need at the workplace. What can be "taught" in a classroom is already available online, usually free. Recruiters increasingly look for a combo of minds that can deal with unfamiliar landscapes, strategise in a VUCA world, and passion that can galvanise teams and execute in the face of surprises and disappointments. As the pan and entrepredemic have shown us, public service demands novel approaches to solve unprecedented challenges and relentless innovations. It sure ain't the 2010s anymore!

Young at 50, MDI is uniquely poised to take on these challenges. Consistently ranked among the nation's best, it creates the best peer learning environments – powered by the intellect, energy, and excitement of one of India's brightest student bodies – across programmes in traditionally corporate-focused business as well as in the art of governing. Guided by a world-class faculty – seasoned and research-active – it enables learning with best-in-class infrastructure in (or virtually linked to) a verdant campus at the heart of one of the country's most buzzing

corporate and entrepreneurial hubs. MDI alumni run corporate behemoths and launch unicorns. It provides the perfect setting to reflect on the questions that matter – in business and public policy – with the connects to help the answers make a difference.

At MDI, we realise that life after 50 will be different. It will be inevitably global, digital, and experiential. Paradigms can no longer be taught; they need to be shaped. Businesses will range from global to hyperlocal. Cultural ethos shall continue to define societies and yet borders will be more porous than ever. The agility demanded of a public official and political leader will rival that of tech entrepreneurs. We cannot wait to be a part of that action!

Whether as an aspiring B-schooler, or a motivated public official, a corporate executive, a passionate entrepreneur, a seasoned recruiter, a global scholar, or an aspiring academic, it is more likely than not that you will find what you want at MDI. Come, talk to us. Drop a line; or better still drop-in, when things permit. Who knows what we can create together?

Prof. (Dr.) Rajesh Chakrabarti
Director, MDI Gurgaon
PGDM (IIM Ahmedabad)
Ph.D (University of California, Los Angeles)

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Management Development Institute





About Us

MDI Gurgaon is accredited by the following international bodies:

- Association to Advance Collegiate Schools of Business (AACSB), USA
- Association of MBAs (AMBA), London
- South Asian Quality Assurance Systems (SAQS)

Its programmes are approved by the All India Council for Technical Education (AICTE).

MDI has been consistently ranked among the top B-schools in various ranking surveys conducted by agencies and publications like:

- National Institutional Ranking Framework (NIRF)
- Business World
- Business Today
- The Week
- Business Standard

Located in the business hub of Gurugram, MDI provides a unique corporate connect to the student community.

The residential nature of MDI programmes provides opportunities for teamwork and continuous learning on campus with round-the-clock access to state-of-the-art infrastructure. Over 700 new members join the MDI alumni network every year.

Research by MDI faculty is published in reputed national and international journals.

Core Values

MDI inculcates core values that direct its vision and mission to attain excellence and sustain innovation.

ACCOUNTABILITY: MDI shall ensure accountability to all its stakeholders rooted in internal management and external adherence to law and society norms.

TRANSPARENCY: MDI shall operationalise transparency as the ability of individuals in the organisation to be responsive, productive, and innovative.

TRUST: MDI will seek to earn inter-personal trust by adopting governance practices reinforced with policy and on process-based decision making.

INCLUSION: MDI will promote non-discrimination practices for all sections of society that advance cohesion and diversity as affirmative action.

EMPATHY: MDI shall foster a culture of care and co-create skills for everyone to move towards their professional goals.

Vision

“MDI aims to be a globally recognised management school through academic excellence and continuous innovation to nurture responsible leaders for creating sustainable alternatives.”

Mission

- Become a globally recognised management school with international and national recognition through knowledge development.
- Enhance academic excellence in research, consulting, training, and teaching with cutting edge resources.
- Encourage continuous innovation.
- Create and nurture socially responsible leaders.
- Promote sustainable alternatives in decision making.



Fellow Programme in Management

MDI takes pride in its Fellow Programme. The Fellow Programme in Management encourage rigorous interdisciplinary research in contemporary areas of management.

The breakup of seats are as follows:

FPM (Residential) - 12 | FPM (Non-Residential) - 8 | Annual Intake = 20



Prof. Jyotsna Bhatnagar
Dean - Research



Prof. Sumita Rai
Lead - FPM

Research Culture and Environment

MDI has a vibrant research environment and the Fellow Programme is at the core of this research focus. Since its inception in 1999, MDI's Fellow Programme has been growing steadily, both in numbers, as well as its contribution to the reservoir of knowledge. Seminars, presentations, discussion forums and informal knowledge-sharing sessions throughout the year keep research scholars intellectually stimulated with peers and faculty. MDI's Fellow Programme encourages research in current and contemporary areas of interest in management. The primary purpose of our Fellow Programme is to develop scholars who will stretch the boundaries of management thought and will also impact contemporary management practices in real time.

The Scholars have access to a state-of-the-art library, which has a large and diverse collection of books and journals. In addition, MDI subscribes to prominent online journals databases such as ABI/INFORM (ProQuest), Business Source Complete (EBSCO), Elsevier's Energy Collection, Elsevier's Business & Management Journals Collection, IGI Online Journals Collection, JSTOR, Emerald Insight, ProQuest's Dissertations & Theses database, Psych ARTICLES (APA), and SAGE Humanities & Social Science Collection.

The library is equipped with sectoral databases such as Crisil Research, Datamonitor 360, ETIG Database, Financial Times Database, IndiaStat, Euromonitor, Factiva, and Westlaw India.

The library also provides access to corporate databases such as ACE Analyser, Bloomberg Terminal, Economic Outlook (CMIE), Industry Outlook (CMIE), Prowess (CMIE), Private Equity Deal Database, M&A Deal Database, Scopus, Statista and Real Estate Deal Database.

The library is Wi-Fi enabled, with exclusive working space for the research scholars.

Fellow Programme in Management (Residential):

The Fellow Programme in Management (Residential) was started with the objective of developing outstanding scholars for careers in teaching and research. To accomplish this, the Programme provides scholars with relevant knowledge and research skills that help them become specialized researchers, with adequate depth of knowledge in various domains of management.

Programme Overview:

The FPM Programme is largely residential in nature and takes approximately three to four years to complete. During this period, the scholar undergoes course work and submits a thesis at the end of the Programme. The thesis should make a significant theoretical and practical contribution to the discipline of management or to one of its source disciplines.

The FPM Programme consists of two phases. The first phase of the Programme involves course work, followed by a Comprehensive Research Evaluation. The second phase requires scholars to work on their thesis, which involves the preparation of a thesis proposal, writing of the thesis, a final Viva Voce, an examination based on the thesis.

Course Work

1. Courses from the Post-Graduate Programme in Management

This component of the course work aims at providing inputs in various areas of management, which the student might have missed (or might not have covered to a sufficient level of detail) in his/her Master's level qualification. The student is required to take First Year courses of the Post-Graduate Diploma in Management (PGDM). These courses are approximately of three months duration. Completion requirement is similar to that of the Post Graduate Diploma in Management (PGDM). Only after completion of PGDM level course work, can the student start with FPM level course work. Scholars who already hold an MBA degree are exempted from this course work requirement.

2. Fellow-level courses

The course work constitutes three levels:

- General Core Courses
- Area Core Courses
- Elective Courses

(a) General Core Courses:

These courses are aimed at providing basic knowledge and skills that FPM scholars require for their role as researchers. For this role, the scholar must be familiar with conducting research in emerging issues of management, using the latest methodologies and research tools. To accomplish this, the scholar is required to take the following core courses:

- Research Methods I (Quantitative)
- Research Methods II (Qualitative)
- Case Writing
- Philosophy of Research
- Research Workshop
- Course of Independent Study (CIS)

(b) Area Core Courses:

These courses are designed to provide the scholars in-depth subject knowledge in the broad area of his/her specialization. These constitute 2 core courses in the domain of specialization.

(c) Electives Courses:

Fellow Programme level electives are designed to give scholars a meaningful exposure to contemporary issues. FPM scholars are required to take such electives from their own domain of specialization as well as from other areas subject to their relevance for the proposed thesis work.

Comprehensive Research Evaluation

The purpose of Comprehensive Research Evaluation (CRE) is to ensure a student's multi-disciplinary appreciation of management issues and his/her readiness to undertake original research in his/her chosen knowledge domain. The evaluation is conducted by a Comprehensive Research Evaluation (CRE) committee constituted specifically for each student and chaired by a faculty member from the Area of his/her specialization. The Committee determines whether a student has developed an in-depth understanding of the inter-disciplinary nature of various knowledge domains, and is able to develop appropriate models / solutions based on the work of other scholars in



these knowledge domains. Thus, the extent to which the Comprehensive Research Evaluation (CRE) is rigorous and challenging will in turn determine the extent to which the scholar is able to develop research competencies deemed fit for the thesis work.

The FPM Office will set up a Committee at the beginning of the Term- III, consisting of three faculty members; one of them will act as the Chairperson of the Committee and should be from the Area of the student's specialization. It would be desirable for the Committee to meet together as a group, discuss the candidate's progress, and decide a topic, which would test the knowledge and integrative capability of the student and his ability to connect issues and problems in the field of management.



Thesis Work

1. **Thesis Proposal:** The scholar's research work would start with the identification of a thesis topic (usually based on guidance/advice of faculty members), and getting a Thesis Advisory Committee (TAC) constituted for supervision of the research to be done. The Thesis Advisory Committee (TAC) is a three member - committee consisting of a Chair, one member from the allied / same area within MDI and one external member from a reputed overseas university. The student is required to work with this committee to develop a research design, leading to the development of a thesis proposal. He/she will then be required to deliver an open seminar on the thesis proposal to the MDI academic community. In case modifications to the proposal are suggested, the scholar has to carry out the modifications and a revised proposal has to be presented within a given time frame. Once the proposal is approved, the scholar may proceed with the research work towards his/her thesis.
2. **Presentations:** The scholar is further required to make presentations on his/her progress - every six months - where the faculty community and Fellow scholars give feedback and suggestions for improvement. The feedback has to be incorporated within the given time frame. The scholar has to submit the progress report with necessary documents and proof of evidence of progress achieved to the thesis committee members, with a copy to the FPM office.

3. **Thesis Writing:** Work on the thesis represents the final phase of the Fellow Programme. The thesis work of the scholar, in consultation with the Thesis Advisory Committee, is expected to provide some original contribution to knowledge on the subject using a robust research design and methodology and should provide evidence of new knowledge.
4. **Thesis examination:** Once the Thesis Committee has approved the thesis, the Dean / Chair (FPM) would appoint a Thesis Examination Committee consisting of the TAC Chair and two external examiners, of which one can be from a reputed institution abroad. This Committee would examine the thesis and then subject the candidate to an exhaustive and rigorous viva voce examination based on the thesis. Based on the comments of the examiners and the oral examination, the thesis may be either accepted as it is or accepted after modifications, or rejected.
5. **Publication Requirement:** The Research undertaken by an FPM scholar is expected to provide sufficient basis for writing papers in refereed academic journals. One of the objectives of the Fellow Programme is to prepare scholars for academic work and research. Hence the final requirement for qualifying for the title of Fellow is to have at least two papers in reputed peer reviewed International journals, in well-known classification lists like Clavariate Analytics, or journals with a Scopus Cite Score. In addition, scholars should publish a Case in Richard Ivey Case publishing / Harvard Business School Publishing, ACRC etc. The scholar should either be a single author or the first author for this purpose. The scholar has to be aware of the anti-plagiarism clause, and may submit the teaching case with teaching notes to one of the above mentioned case collections.
6. **Requirement for Teaching Assistantship:** Since the purpose of the FPM Programme is to rigorously prepare scholars for outstanding careers in teaching/research, there is a need to build collaborative research / teaching skills. Therefore, each scholar is required to work with a faculty member as a 'teaching assistant' supporting the faculty in teaching which may include teaching, lecturing / case material preparation, course design, curriculum design, grading, etc. FPM scholars are expected to provide 30 hrs. or 03 months in any PGP Programme.

Programme Learning Goals (LGs)

LG1: KNOWLEDGE CREATION

LG2: RESEARCH COMPETENCIES

LG3: TEACHING ABILITY

Award of the Title of Fellow

A scholar must complete the following requirements to qualify for the award of the title of Fellow:

- a. successfully completed the FPM course-work
- b. successfully completed the comprehensive research evaluation
- c. successfully completed the thesis work
- d. successfully completed the publication requirement
- e. successfully completed the teaching assistantship requirement

In addition, the scholar must obtain clearance from various functionaries of the institute as per guidelines. On qualifying for the award of the title, scholars receive the title of "Fellow in Management" at the Institute's Annual Convocation.

Financial Support

MDI provides one of the best financial stipends for FPM scholars. Apart from the stipend, the institute may provide accommodation (limited accommodation is reserved for the FPM scholars). There is also a contingency grant given to the scholars for stationery and other material.

Support for Attending Conferences

Scholars are encouraged to take part in conferences organized by institutions/associations of repute. The institute provides liberal financial support for this.

Fellow Programme in Management (Non-Residential)

The Fellow Programme in Management (non-residential) is designed to cater to the scholarly needs of working business executives. It prepares executives for careers in management teaching and research, as well as in management practice, consulting and development. Therefore executives aspiring for the FPM (non-residential) Programme should be willing to



devote time and energy that the Programme requires. Classes will normally be held during weekends or in the evening. The course work in first year will be completed in three terms, which are equivalent to approximately nine months.

Programme overview

The Fellow Programme in Management (Non-Residential) is designed to:

- Enhance the research and consulting skills of the executive
- Increase the executive's understanding of research methodology and techniques
- Build on the executive's past experience and academic achievements

- Help the executive maximize his/her effectiveness as an educator or practitioner

As a consequence, the executive is expected to develop/learn the following as part of the Programme:

- an appreciation of the potential contribution of research in management practice
- the ability to plan and carry out a research project in the field of management, and to ultimately implement the research findings
- the ability to make an original contribution to know-how in the practice of management
- the ability to improve personal performance through the analysis of past practice

The Programme is thus expected to help executives in their current senior management roles, as well as in preparing them for possible careers in academics or consulting. FPM (non-residential) Scholars have minimum 10 years of work experience in senior management positions and continue to be practicing managers. FPM (non-residential) scholars may primarily be concerned with "application driven theory" where the "relevance is attained by starting with a concrete problem in the context of an actual application with approaches that are then generalized and made publicly available (e.g. publication) with sufficient rigor and precision to admit validation by third parties". FPM (non-residential)

scholars may therefore like to "identify a pressing problem or question, or a burning issue that afflicts managers in the field, to which no good solution exists" In terms of Programme design, the FPM (non-residential) Programme is similar to the FPM (residential) Programme.

Duration of the FPM Programme

- a. FPM scholars have to complete the course work in Nine months (three terms).
- b. The Programme has to be completed within 3-4 years after the registration, which may be extended up to 7 years maximum (seven years) depending on the merit of the case and favorable review of work progress by the FPM Committee.

Admission Process for Fellow Programme in Management

Offered in Two Tracks: FPM (Residential), FPM (Non-Residential) MDI is looking for candidates with a consistently good academic record, professional accomplishments and a strong desire to contribute to knowledge creation and dissemination in the field of management.

Eligibility Criteria

- A master's degree in any discipline with at least 60% marks (with first division) or equivalent grade point average recognized by AICTE /AIU with a Bachelor's degree / equivalent qualification after completing higher secondary schooling (10+2).
- Five year integrated Master's Degree Programme in any discipline with at least 60% marks (with first division), obtained after completing higher secondary schooling (10+2).
- A minimum of 50% marks in 10th, 12th, and Bachelor's Degree or equivalent CGPA along with Master's degree with 60% (with first division).

For FPM (Non-Residential), minimum age of 35 years and a minimum of 10 years of managerial work experience, preferable at senior-level, is required as on last date of application.

For FPM (Residential), those appearing for their final examinations in the respective disciplines can also apply. Candidates have to complete the requirement for the course before June 30, 2022 and produce original certificate /mark sheets by September 30, 2022 failing which they may be asked to withdraw from the programme.

Selection Process

Candidates are required to take Standard Tests like CAT/ GMAT/GRE/ UGC-JRF/GATE. Candidates are required to apply through Standard Tests like CAT/GMAT/GRE/ UGC-JRF/GATE, scores valid as on the last date of application. The shortlisted candidates will be called for the interview either online or offline in April/May 2022 at MDI Campus, Gurgaon.

Note: For full-time two-year PGP alumni from MDI, IIMs, XLRI & FMS standard test scores may be waived off.

Online Application

Applicants have to apply online by visiting MDI Gurgaon website <https://www.mdi.ac.in>. They can click on the programme they wish to apply for and follow the instructions given on the website. Online registration will be open from Wednesday, December 8, 2021 to Thursday, March 31, 2022. Candidates have to make an online payment of Rs. 3000/- (Rupees three thousand only) inclusive of 18% GST using Credit/Debit card/Net Banking.

Financial Assistance for FPM (Residential) Students

FPM scholarship will be given for maximum four years for non MBA students and three years for MBA students. For first two years, scholarship will be Rs.30000/month and for remaining duration it will be Rs.35000/month. In addition, a total contingency grant of Rs.80000 (Rupees of eighty thousand) and conference grant of total Rs.250000 (Rupees two lakh fifty thousand only) shall also be provided to FPM scholars to support their field work, books purchase,

research paper presentations etc. The grant of financial assistance will be subject to satisfactory progress in the programme. In addition, the Tuition fee, Reading material fees, Student welfare fees & Library fee will be waived off.

The Institute usually provides semi-furnished studio apartments for all FPM students both married/single on payment basis. In case there is a shortage of accommodation, and if the institute is unable to provide alternative accommodation arrangements, students may be permitted to make their own arrangements and reside outside the Campus.

FEE AND OTHER EXPENSES FOR FPM (RESIDENTIAL) / FPM (NON-RESIDENTIAL)

| Nomenclature of Fees | Annual Amount (Residential) | Annual Amount Non-Residential) |
|-----------------------------|-----------------------------|--------------------------------|
| Tuition Fees | Waived Off | Rs. 1,30,000 |
| Boarding Charges | On actual basis | Not Applicable |
| Lodging Charges | Waived Off | Not Applicable |
| Learning Material Fees | Waived Off | Rs 25,000* |
| Students Activities | Waived Off | Rs 10,000* |
| Library Fee | Waived Off | Rs 30,000 |
| Alumni Fee (One Time) | Rs 13,000* | Rs 13,000* |
| Security Deposit (One Time) | Rs 25,000* | Rs 25,000* |
| Total | Rs 38,000 | Rs 2,33,000 |

*One time charges to be paid at the time of admission offer.

2nd year onwards non-residential FPM scholars have to pay Tuition fee and Library fee (with 10% hike yearly) until the thesis viva.

Note: The Institute reserves the right to charge any other fees from the students or increase the above fees if considered necessary. Due notice would be given while making such changes.



The break up of seats are as follows:

FPM (Residential) - 12
 FPM (Non-Residential) - 8
 Annual Intake - 20

For admissions related queries, please email us on lead-fpm@mdi.ac.in / fpm-office@mdi.ac.in or contact FPM Office on 0124-4560010

Some of our Illustrious Alumni



Batch: 2003
Sanjeev Varshney
XLRI, Jamshedpur



Batch: 2012
Vikas Verma
Executive Director Human Resources at
United Overseas Bank Limited (UOB)
Singapore



Batch: 2007
Arpita Srivastava
XLRI, Jamshedpur



Batch: 2008
Arup Kumar Das
Director at Ericsson India Global
Services Pvt. Ltd.



Batch: 2010
Dr. Puneet Bindlish
Vrije University Amsterdam,
The Netherlands



Batch: 2018
Brajesh Mishra
Director- Department of
Telecommunications, GOI



Batch: 2001
Joffi Thomas
Indian Institute of Management,
Kozhikode



Exploratio Seminar Series

Details of the Seminars held:

FIRST SEMINAR

Speaker: Prof. Abinash Panda

Date: 26 June 2021

The first seminar organized on 26th June 2021 aimed at re-connecting MDI Gurgaon research fraternity, including esteemed faculty, FPM-EFPM alumni, and current scholars. This series aims to provide a platform for sharing expertise and experiences of senior MDI scholars from both the current and alumni batches for the benefit of researchers.

In the inaugural session, Prof. Abinash Panda (MDI Faculty & FPM-EFPM alumni) spoke about his 'Experience with Research and Publishing'. He spoke about the challenges he faced while pursuing his FPM as a research scholar, mentors who supported him, how reviewer's comments were received in the pre-email days and the memories of those good old days. He described the pains he undertook to conduct his research, the toil of compilation, and pushing forward towards his goals with determination despite all constraints. He spoke about the book, *The Hero's Journey*, which had a great influence on him.

The talk featured valuable insights on how a research scholar should conduct research, what efforts need to be put in for gaining relevant permissions for initiating research work in companies, the skills needed to accomplish research in a timely manner and the multi-taking required to juggle personal and professional commitments. His inputs on preparing research papers to be publish worthy was invaluable. It was indeed an inspiring saga for all researchers and an enriching experience for the 51 participants.

Some of the golden nuggets from his experience sharing included getting the right mentor, synthesizing and conceptualizing regularly, and standing tall or standing apart.

The next seminar in this series will be organized on the last Saturday of this month, i.e. 31st July

SECOND SEMINAR

Speaker: Dr. Nidhi Srivastava

Date: 31 July 2021

The second seminar by Exploratio was held on 31 July 2021 and was taken by Mrs. Nidhi V Srivastava (FPM MDI Alumni) on the topic "My Journey from Research Scholar to a Practitioner".

Ms. Nidhi is a global product leader with Nielsen IQ Bases and shared her insights on the use of consumer analytics to derive a brand-related decision.

On asking how her research degree helped her in her job, she claimed that the FPM programme trains the mindset for research. She reminisced her days at MDI, on how the peer discussions at the tea stall and the game of tennis with the fellow scholars enlightened her thinking. She also went on to do institutional research and highlighted how fun it was, while taking the session using marketing analytics. The highlight of the session was the differences and commonalities between FPM and the business world that Ms. Nidhi elaborated on.

THIRD SEMINAR

Speaker: Prof. Sumedha Chauhan

Date: 28 August 2021

Brief: Prof. Sumedha Chauhan spoke on the topic 'My Publication Journey'. She advised scholars to read multiple papers. She also advised them to convert subject assignments into papers. She gave a valuable tip of having others critique your paper and learn from the comments of the reviewers. She also suggested citing a few papers from the journal in which you are submitting your paper.

She suggested that effort invested in any paper should not go waste. She advised improving it, modifying it, and submitting it again. She suggested that the scholars can get ideas by reading papers. An example of meta-analysis which she gave was to have an appealing topic. She advised going through the last two years papers in A-star journals and collaborating with people with complementary skills. Towards the end, she advised celebrating every success.

FOURTH SEMINAR

Speaker: Dr Sangeeta Goel

Date: 25 September 2021

Brief: She spoke on the Topic 'Case Based Approach to Research'. She pursued her doctoral studies at MDI, from 2011-2015. She has won an Award from Emerald and the Indian Academy of Management. She spoke about the relevance of qualitative sample to conceptual framework. She also elaborated on the potential of such a research to generate rich information and believable explanations. She also focused on the feasibility and ethics of such research.

FIFTH SEMINAR

Speaker: Prof. Ashish Pandey

Date: 30 October 2021

Brief: Prof. Ashish Pandey spoke on the topic 'Context-specific research in Indian Management'. Prof. Pandey Shared a novel model of relating Atomistic Constructs, Holistic Constructs, Emic research, and Etic research. He also explained about Core cultural ideals such as Panch-Kosh and Karm Yoga; How it relates to history, for instance cultural impact on economic behaviour and historical development of institutions. He then explained about Institutional Uniqueness and Hybridity. Thereafter he shared knowledge on behavioural manifestation such as nurturing task leadership, Lajja and Spiritual climate.

SIXTH SEMINAR

Speaker: Dr. Alok Yadav

Date: 27 November 2021

Brief: Dr. Yadav spoke on the topic 'Breakthrough Areas in Machine Learning – Artificial Intelligence and Role of Open-Source Resources for Research'. He spoke about how there is an increased need to marry traditional approaches in research with emerging technologies and data sources. He spoke about how research scholars for their thesis work generally have limited resources, data availability, information reach etc. So, in this situation can they rely and take help of free and open source resources (FOS) and include MLAI as a research method. In this session, he discussed how MLAI is being used or can be used for domains like finance, marketing, HR, logistic etc. And the FOS available to support research work.

SEVENTH SEMINAR

Speaker: Prof. Devasheesh Mathur

Date: December 2021 - held on 8 January 2022

Brief: Prof. Mathur spoke on the topic 'Qualitative research to create substantive theories'. He spoke about choosing a research design that allows the researcher to maneuver through the maze of paradigms is critical. The session illustrated how to adopt qualitative research strategies for human-centric processes to allow contextualized exploration and explanation of the research questions and why is it important to understand the paradigms of the researcher's voice and research objective (epistemology), the nature of knowledge (ontology), and the method of knowledge accumulation (methodology).

EIGHTH SEMINAR

Speaker: Mr. Anandan Pillai

Date: 29 January 2022

Brief: Mr. Anandan Pillai spoke on the topic 'Are marketing researchers ready for exponential growth?'. He spoke about the future of technology and how it is going to be complicated with the arrival of metaverse, blockchain, 5G, AI and other cutting-edge technologies. He shared the key learnings from his experience in the corporate sector while excelling in the digital marketing field. He shared some emerging research topics in the field of digital marketing which would be of interest to doctoral candidates.

NINTH SEMINAR

Speaker: Prof. Anshu Sharma

Date: 26 February 2022

Prof. Anshu Sharma, Associate Professor and Assistant Dean at the Jindal Global Business School, shared her experiences on 'Academic Metamorphosis – Transitioning from Research Scholar to Early Career Faculty'. She spoke from her experience about the work roles and expectations from teaching, research, administration, and institution building. She advised the need of wearing different hats for different roles. She advised the scholars to look for support and mentoring opportunities, promotional policies, academic culture, and scholarly activities of the educational institution while making a choice on which one to join. She conveyed that the scholarly impact, contribution, and recognition of the institution at the international level should be an important criterion while deciding on one's career, while embarking on the academic journey. This was a great learning for those research scholars who would like to make a career in academics by joining a higher education institution.

TENTH SEMINAR

Speaker - Puneet Bindlish

Date: 26 March 2022

The 10th seminar of Exploratio was an insightful experience with Mr. Puneet Bindlish, who gave a new direction to the conventional modern management-centric research philosophies. Mr. Bindlish shared his views on the paradigmatic stance the indigenous researchers need to take to conduct context-specific studies and enlightened the audience with the use of Indian scriptures to highlight the various paradigms.



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GURGAON

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Development
Institute

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