

Post-Event Report

Event	Research Workshop
Торіс	How to write a Research Paper
Organizer	SOFICA (Society for Financial literacy & Consumer Awareness) under the aegis of IQAC (Internal Quality Assurance cell)
Date and Time	5 <sup>th</sup> March 2022 (9 A.M. – 12 P.M.)
	12 <sup>th</sup> March 2022 (4 P.M. – 5 P.M.)
	20 <sup>th</sup> March 2022(12 P.M 1 P.M.)
	26 <sup>th</sup> March 2022(12 P.M. – 1 P.M.)
Duration	1 Month
Place/Platform	Zoom
Number of Participants	200+
Guest Speaker/Trainer	Dr. Jaspreet Kaur
Welcome Speech	A very good morning to the esteemed gathering present here.
	<ul> <li>Today, I, Hityen Loomba, on behalf of SOFICA, the Society for Financial Literacy and Consumer Awareness under the aegis of IQAC, welcome you all to this research workshop.</li> <li>SOFICA is an important component of the student ecosystem, organizing activities and events to educate students and the general public about the nuances of finance, investment, and consumer awareness. Today's topic will be "How to Write a Research Paper."</li> <li>The workshop is designed in such a way that you will gain in-depth knowledge on writing a high-quality research paper and have all of your questions answered.</li> <li>So, now you don't necessarily need a Ph.D. degree to write papers.</li> </ul>
Introduction of the Speaker	Dr. Jaspreet Kaur is an Associate Professor (Marketing) and has over 16 years of experience in teaching consumer behaviour, sustainability, and market research. She is a corporate trainer, an AMT-certified faculty member from AIMA, and a recipient of the GRABS award for the "Best Research



Faculty".

She has presented 25 research papers at conferences, largely at IIMs, and has publications in many journals of national and international repute.

### Detailed summary of the event

### SESSION 1

The speaker began the first session by explaining the term "research paper." She helped the participants understand how to choose a topic for a research paper as well as how to choose and utilise jargon related to the topic chosen. She also elaborated on how to write a literature review as well as explained the philosophy behind research methodologies. At the end of the first session, an assignment was uploaded on Google Classroom asking the participants to choose a topic, title, and write a 300-word abstract.

### SESSION 2

The focus of this session was to provide feedback on the abstracts submitted by the participants. Dr. Jaspreet Kaur made sure that each participant's queries were resolved.

At the end, the speaker asked the students to write the introduction based on their topic of interest. The focus was on developing the theoretical framework of the paper.

### SESSION 3

This was an interactive session in which the speaker reviewed the prior themes, as it was a relatively new concept and some participants were experiencing difficulties with it. In addition to clearing up doubts, she also addressed the topic of discovering research gaps.

After addressing the participants' concerns, the speaker reviewed the assignments of the participants and advised them to work on specific areas of their paper. The assignment for this session was to finalize the entire research paper.

#### SESSION 4

In this closing session of the workshop, the speaker reviewed the entire research paper and advised the students to make the necessary changes. The speaker made sure to answer all the questions and doubts of the attendees. Each participant asked for the opinion of Ma'am to garner the expert's insights.

This event was a profound workshop for research papers. Students from various colleges, as well as our alumni, attended this insightful event and gained a lot of knowledge. This event turned out to be an enriching experience for the participants.

Vote of thanks	A very good afternoon to the esteemed gatherings present here.
	Today, I, Nishchay, on behalf of SOFICA, the society for financial literacy and consumer awareness, welcome you all to the final session of this workshop.
	We have Dr. Jaspreet Kaur, our mentor for the series. I would like to take a moment to tell everyone about her.
	She is an Associate Professor (Marketing) with

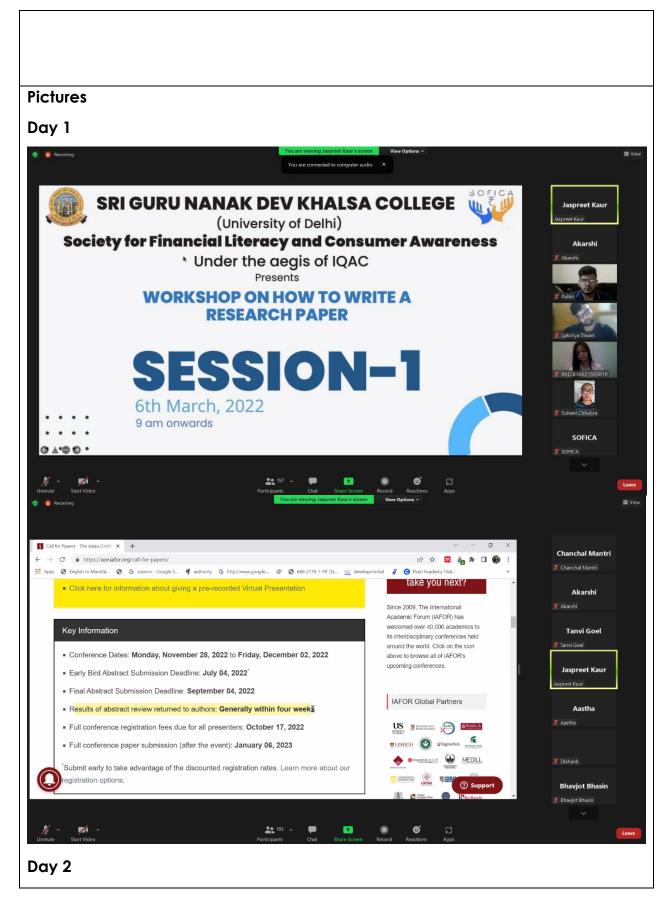


over 16 years of experience in teaching consumer behaviour, sustainability, and market research.
She is a corporate trainer, an AMT-certified faculty member from AIMA, and a recipient of the GRABS award for the "Best Research Faculty".
She has presented 25 research papers at conferences, mostly IIM, and has written 12 research papers.
She was the reviewer for many ABDC journals, like the Academy of Strategic Management, Asian Journal of Marketing, etc.
This has been an incredible series so far, and the final session will follow suit.
I would request that you all maintain decorum throughout the workshop.
The stage is all yours, mom.
On behalf of the entire team of SOFICA, I would like to
Thank you ma'am for this wonderful series. Our audience enjoyed and learned a lot about research papers and is well prepared for our upcoming conference.
I would request everyone to fill out the feedback form and attend. The E-Certificates will be provided to all of you.

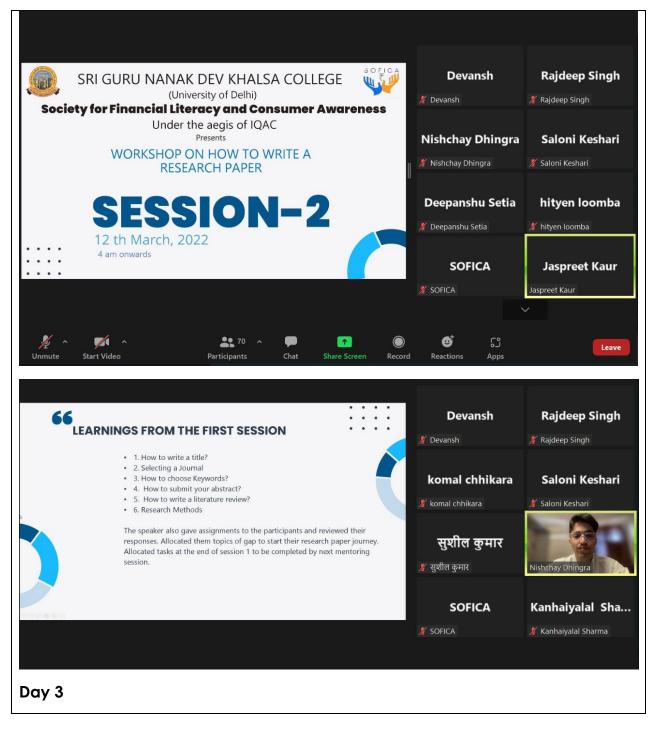
### Poster (Attach below)



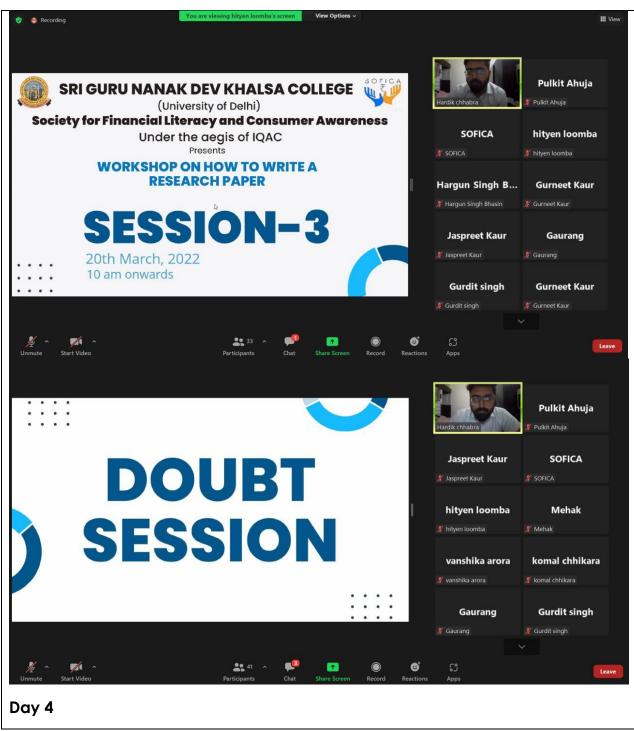




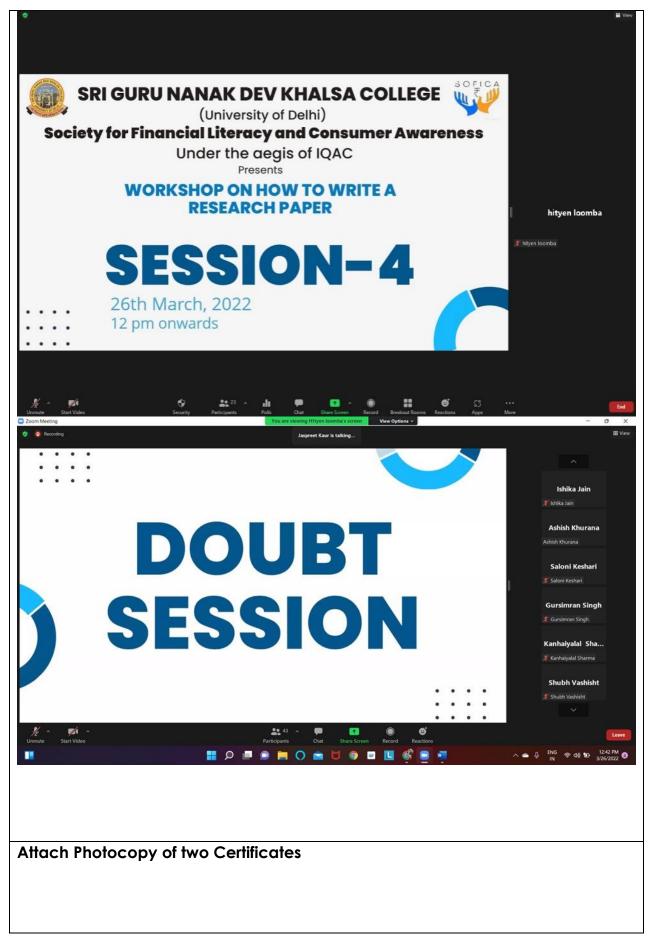


















Jasmine Signature: \_

Name: Dr. Jasmine Kaur Lamba

(Convenor)