

Effective Research

**National Workshop on Writing and Publishing Quality
Research Paper in Commerce and Business Management**

8-9 February 2020, Faculty of Business Studies

DAV University, Jalandhar

Resource Person:

Dr. Sandeep Vij, Associate Professor in Management

What is Research?

- Creation of new knowledge and/or the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings.
- Investigate Systematically in order to establish facts and reach new conclusions.
- Who is a Research Scholar?
- What is Scholarship?
- Scholarship involves doing something that has not been done before



Scholarship is Conversation

- Scholarship is a **collective endeavour**
- Writing is a central ground for conversation
- You **write to communicate something** –to an external audience
- If we do not **engage in conversation**, we have to give up the idea that we are SCHOLARS
- **Good scholarship** that is rigorous, tested and useful to others - results from interaction with a larger community interested in similar issues.



Scholarship is Conversation

- Before you begin to write, identify your own scholarship community
- **Exercise:** Identify the people, topics, and specific works that provide the intellectual foundation of your project
- Research and Writing are lonely activities
- Positive interaction transcends loneliness



Good Thinking ↔ Good Writing

- We write to think better, and as we think better, we write better
- We do not write just to compete in the 'Publish or Perish' game
- Deciding when to begin writing is critical
- Think before you write. Then, write to help you rethink.
- You should anticipate making an impact on the scholarly conversation of your field, from the very beginning of your career

Critical Questions

- Which conversation should I participate in?
- Who are the important conversants?
- What are these scholars talking about?
- What are the most interesting things I can add to the conversation?
- **Exercise:** Identify potential members of your writing community.
- **Exercise:** Think of at least three things you can do to form and then sustain your writing community
- If I improve my ability to advice, I give better advice to myself as well



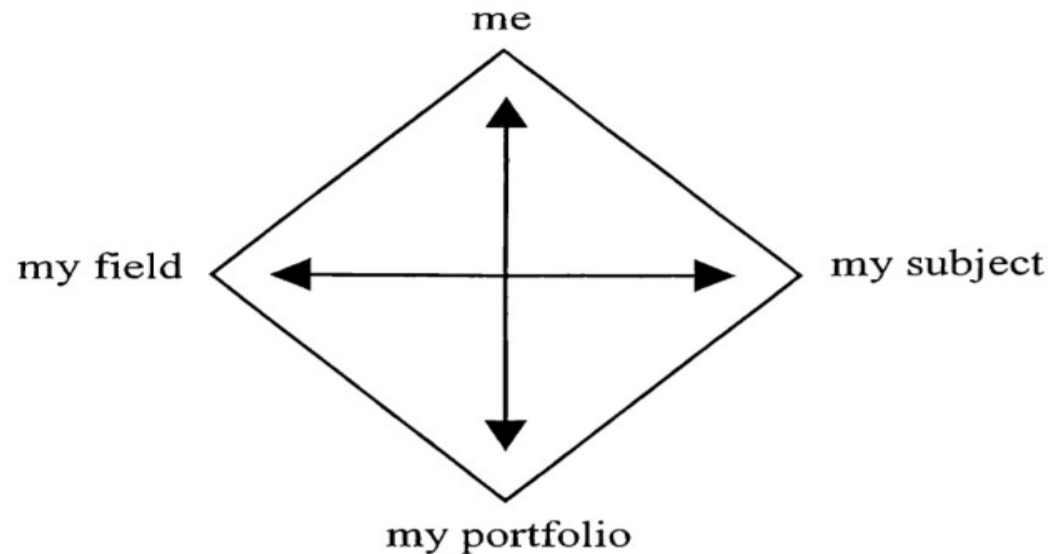
- Research follows an accordion path: Expansion and Contraction
- Two engines of the accordion process – Brainstorming and Decision-making
- **Exercise:** Identify the times, places and conditions that most facilitate your writing
- **Exercise:** Identify strategies for protecting and enhancing your best writing times



Paraphernalia for Research

- Establish a system for controlling material
 - - A filing system
 - - Computer backup
 - - Excel Sheet
 - - Invest in Equipment
 - - Take printouts of most relevant papers

Evaluating Research Alternatives



- Do what really interests you, within reason
- **Exercise:** Evaluate your top three possibilities for research, or writing on the points of the critical diamond

Evaluating Research Alternatives

- After discussing your alternatives with others commit to one project as the focus of your immediate attention.
- Put all your relevant ideas into your current project, do not ration good ideas in the hope of second publication
- Identify 4-5 exemplars of the kind of paper/project you want to write, as benchmarks for your work
- Identify effective and ineffective aspects of your exemplars.

Engaging in Conversation

- Listen before you speak
 - Read and re-read your conversant work
- Connect with points already made
 - also make genuine links to the ideas of others
- Be interesting
 - avoid repeating
 - avoid being tangential to main thread
 - think about who you are talking to
 - do say something others have not thought of before
- Be Polite
 - avoid being overly critical

Engaging in Conversation

- **Exercise:** Identify 3-4 written works that you would like to be the primary conversant for your paper/project
- Identify conversant/s that will help you focus on your main field of scholarship
 - identify all viewpoints on your topic
 - find most interesting argument not only what supports your point of view
 - lean toward well known works but also include a few new voices.

THANKS



www.sandeepvij.com