RV UNIVERSITY
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School of Business

Mastering Literature Review

Identifying Gaps, Synthesizing Research, and Managing References



Patron

Prof. (Dr.) Dwarika Prasad Uniyal
Vice Chancellor (i/c)
RV University



Resource Person

Dr. Priyanka Suresh
Assistant Professor, SoB, RVU



Convenor:
Dr. Vrinda V. Nair
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Co-convenor:
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28-29 March 2025

9:30 am – 4:30 pm

RV University, Bengaluru

RV University

RV University (RVU) is a new-age university for liberal education based in Bengaluru, India. RVU has been established by Rashtreeya Sikshana Samithi Trust (RSST), which has over eight decades of legacy of excellence in higher education. RVU is a State Private University under the RV University Act, 2019. It has received all regulatory approvals from the Government of Karnataka as well as University Grants Commission (UGC).

School of Business

School of Business (SoB) is driven by its vision "To cultivate future-ready socially responsible business leaders through a world-class, technology-infused education, empowering them to drive positive change in the global economy".

SoB has implemented T-potential model of learning (to the depths and in breadth) complemented with the masterclasses, live projects, and opportunities to work with CXOs, International partners, policy makers, entrepreneurs to broaden the outlook of our students. This multidimensional approach gives them the edge in gaining perspectives, skills, and experience in solving real world issues

About the Workshop

This workshop is designed to equip researchers with essential skills for conducting a comprehensive literature review. It covers key aspects such as understanding different types of reviews, utilizing academic databases, identifying quality journals, and effectively managing references using tools like Mendeley. Through hands-on sessions, participants will gain practical experience in structuring reviews, applying search strategies, and synthesizing information for academic writing and publication.

Learning Outcomes

Participants will gain a clear understanding of literature review types, academic databases, and journal quality assessment. They will develop skills in using reference management tools like Mendeley, structuring reviews effectively, and applying search strategies for paper selection. Participants will also learn synthesis techniques and best practices for positioning their literature reviews for academic publication.

Resource Person:



Dr. Priyanka Suresh
Assistant Professor, RVU

Dr. Priyanka Suresh is an alumnus of IIT Madras from where she earned her Ph.D. in Marketing. Her doctoral thesis titled, "Containing Customers' Outpouring of Emotions on Social Media: Service Recovery in Double Deviation Scenarios" highlights the nuances of social media interactions to improve customer experience during service recovery. She has a rich teaching portfolio with experience in prestigious institutions like JAGSoM- Bangalore, NMIMS- Mumbai and Stella Maris College- Chennai. She is especially interested in Digital Marketing and Services Marketing and is currently engaged in this domain both in research and teaching. She has also undertaken MDPs and company consultancies in Digital Marketing.

Dr. Suresh has presented papers in various reputed national and international conferences such as IMRDC (IIM Bangalore) in 2019-2020, ISMS Marketing Science Conference (2021), IIM Nagpur Ivey Case Conference (2024), REEN (IISc) Conference 2025. She has published the article, "The Burden of Double Deviation in Services: A Systematic Review and Research Agenda (Suresh P., & Chawla V., 2022)" in the International Journal of Consumer Studies, an ABDC 'A' Journal and an Impact Factor of 8.6 (2025). She was also the winner of the AIM – Sheth Foundation Research Proposal Competition 2019 with an award sum of upto Rs 1 lakh. She is actively engaged in research across both conceptual and empirical domains, exploring theoretical frameworks while also deriving insights from real-world data and applications.

Special Session on Essential Research Tools: Databases, Quality Journals & Reference Management



Dr. Jairaj S. Hosamani
Asst. Librarian, Library by Brigade Foundation RVU

Dr. Jairaj S. Hosamani is the Founding Librarian at RV University, where he has been instrumental in establishing and developing the university's library services. With over 18 years of experience in Library and Information Science, Dr. Hosamani has made significant contributions to the advancement of academic library practices.

His professional achievements have been recognized with the Best Academic Librarian Award by the Kalyana Karnataka Librarians Association, Kalburgi. Dr. Hosamani's expertise and leadership continue to shape the future of library services in higher education, with a strong focus on innovation and knowledge management.



Eligibility: Open to Research Scholars and Faculty members

Registration Details:

Registration deadline: **Friday, 21 March 2025**

Registration Fees :

Academicians/ Professionals –INR 1000
RV Faculty Members – INR 750
Research Scholars- INR 500

Make the Payment using the QR Code



Please Register using the link:

https://forms.gle/oSZcm2u8eEETc5ja7

and upload the transaction receipt in the google form

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