



# **MARKETING MANAGEMENT PROGRAMME**

**ORGANIZES**

**2-DAY  
ONLINE WORKSHOP**

**ON**

**SYSTEMATIC LITERATURE  
REVIEW & BIBLIOMETRIC  
ANALYSIS**

**25TH - 26TH  
NOVEMBER**

**2022**

**2 PM- 5:30 PM**

**RESOURCE PERSON**



**DR. SATISH KUMAR**

**ASSOCIATE PROFESSOR  
(FINANCE), MNIT JAIPUR**

# Objective

To equip participants with the knowledge of different tools and techniques used in the Systematic Literature Review and Bibliometric Analysis in modern day management and social sciences research for adding value to the current knowledge domain.

# Learning Outcome

- The participants will be able to find as much relevant research on the particular research question as possible and to use explicit methods to identify what can reliably be said on the basis of these studies.
- The participants will be able to demonstrate the ability to present quantitative analysis of large set of written publications.

# For Whom

The primary target are Faculty Members, Research Scholars and Management Students in the field of management and social sciences but not restricted to; any person who is interested in conducting research in the above area or want to inculcate modern and advance practices to enhance their research ability like Project Coordinators and Industry Delegates may attend.

# Pedagogy

Lectures, along with hands-on practical classes will be the mode of conducting the Workshop. The Workshop is designed to impart not only theoretical knowledge but also training in appropriate tools to perform the analysis.

# About XISS

Xavier Institute of Social Service (XISS) is one of the oldest and a premier B-School in eastern India, managed and governed by the Society of Jesus, more popularly known as the 'Jesuits'. It is one of the top-rated management schools in the country as per various national level surveys. XISS offers four AICTE approved, and NBA accredited two-year full-time PGDM programmes in: Marketing Management, Human Resource Management, Rural Management and Financial Management. XISS is committed to develop professionals' managers with difference.

The programme of Marketing Management endeavors at imparting in-depth knowledge and skills to develop a set of individuals who work and innovate in the field of sales and marketing in specific, and business in general. For more details about XISS kindly visit <https://www.xiss.ac.in>.

# Last Date of Registration: 20th November 2022

Registration Link:  
[https://erp.xiss.ac.in/asd\\_EventPublicUserMaster.htm?eventID=12](https://erp.xiss.ac.in/asd_EventPublicUserMaster.htm?eventID=12)



Scan Here

Participants	Registration Fees
Students (PG)	₹300/-
Research Scholar	₹500/-
Academician	₹700/-
Industry Person	₹1000/-
Foreign Participant	US\$ 20/-

### Notes:

Group discount of 10% in all cases if there are 2-4 participants from the same organization. Group discount of 20% in case of more than 4 participants from the same organization.

Participants will receive  
e-Certificate for participation.

## Workshop Coordinators



**Dr. Fedric Kujur (Ph.D., IIT  
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