#BISS2026

GITAM
SCHOOL OF BUSINESS

2nd International Conference on

# Business Innovation and Sustainable Society

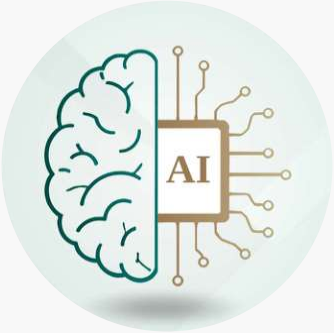
**LIMITED SEATS – REGISTER NOW! | Last date: 10 December 2026**

Business Excellence through Human-Machine Interface

# PRE-CONFERENCE WORKSHOPS

## 19th & 20th December 2026

HUMAN INSIGHT




MACHINE INTELLIGENCE

**19 DECEMBER 2026 | SATURDAY**

### Research Methods for Business and Management

09:00 AM – 12:30 PM | 02:00 PM – 05:30 PM

**20 DECEMBER 2026 | SUNDAY**

### Publishing Business Research in High Impact Journal

### Sustainable Operations and Circular Business Models

09:00 AM – 12:30 PM | 02:00 PM – 04:30 PM

**Venue: GITAM School of Business, Hyderabad**

Main conference: 21st & 22nd December 2026

**Convenors**

Dr. Ajay Kumar | Dr. R. Veerababu
+91 8826699667 +91 9966578892

Organiser
**Centre for Business Growth**
GITAM School of Business | Hyderabad

**Website: biss2026.gitam.edu**

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19th December 2026 | Saturday

# Research Methods for Business and Management

Theory | Design | Methods | Analysis | Publication

**Part I**
09:00 AM – 12:30 PM

## Foundations of Research Design and Methodology

- Formulating research questions and objectives
- Building theoretical and conceptual frameworks
- Qualitative, quantitative and mixed-methods research design
- Sampling, measurement and scale development

**Part II**
02:00 PM – 05:30 PM

## Data Analysis, Interpretation and Reporting

- Data preparation and assumptions
- Parametric and non-parametric analysis
- Multivariate techniques: regression and SEM
- Interpreting results and drawing implications
- Writing a research paper for publication

## Workshop Objectives

- Build a strong foundation in business research methods.
- Gain hands-on exposure to research design and analysis.
- Develop rigorous, meaningful and publishable research.
- Interpret findings and communicate research outcomes.

## Target Audience

Faculty members, research scholars, postgraduate students, industry professionals and early-career researchers in business and management.

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20th December 2026 | Sunday

# Publishing Business Research in High Impact Journal

09:00 AM – 12:30 PM



## Prof. Angappa Gunasekaran, PhD

Professor of Supply Chain Management
School of Business Administration
Penn State Harrisburg, USA

## About the Workshop

Practical insights into research design, manuscript preparation, peer review and publishing in leading academic journals, with an emphasis on rigorous, ethical and impactful scholarly work.

## Programme Schedule

| Time | Session |
|---|---|
| 08:30 – 09:00 AM | Registration |
| 09:00 – 09:15 AM | Welcome and workshop introduction |
| 09:15 – 10:00 AM | Research questions and theoretical contributions |
| 10:00 – 10:45 AM | Methodological rigour in business research |
| 10:45 – 11:00 AM | Tea break |
| 11:00 – 11:45 AM | Structuring a persuasive paper |
| 11:45 AM – 12:20 PM | Inside the editor's mind: navigating publishing |
| 12:20 – 12:30 PM | Discussion and closing |

**Workshop contacts: Dr. Ajay Kumar | +91 8826699667 • Dr. R. Veerababu | +91 9966578892**
**Email: biss2026@gitam.in**

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20th December 2026 | Sunday

# Sustainable Operations and Circular Business Models

02:00 PM – 04:30 PM



## Prof. Pappu Raja Sekhara Sarma

Professor – Production & Operations Management
Indian Institute of Management Visakhapatnam

## Workshop Highlights

- Sustainable operations and resource efficiency
- Green walk and sustainability observation
- Hands-on waste-to-value innovation
- Circular business model development

## Registration Information

**₹ 15,000/- + GST** **For two participants**

Includes lunch, tea/coffee and workshop kit; two-day access to BISS 2026 (21–22 December); participant certificate. Accommodation charges as per norms.

SCAN TO REGISTER

**LIMITED SEATS – REGISTER NOW!**

**Last date to register: 10 December 2026**

**Registration Link:**
https://gevents.gitam.edu/registration/EwTKOAc41ciWt78rSYD1gChEkbuk72nj1R255wUriDpG

## Conference Enquiries

**Email: biss2026@gitam.in**
**Website: biss2026.gitam.edu**

## Convenors

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