

11th International Research Symposium in Service Management



Research workshop

SCHEDULE



University
of Economics
in Katowice

University of Economics in Katowice
Poland
June 13, 2023

09.00-10.00	REGISTRATION		Main hall
10.00-11.00	SESSION 1		
	AN OVERVIEW OF THE RESEARCH PROCESS	FACILITATOR	PLACE
	<p>This session will provide a structural outline of the research process, and enhance the participant's ability to logically structure and plan a project. On completion of the session, participants will be able to:</p> <ul style="list-style-type: none"> • write an abstract that effectively captures the purpose, methods employed and the potential contribution of a research paper • articulate the background of a research project effectively • distinguish between problem statements, research questions and hypotheses • explain the purpose and contents of a research proposal 	Dr. Srikanth Beldona	3/15
11.00-12.00	SESSION 2		
	THE ART OF DEVELOPING A COMPELLING RESEARCH NARRATIVE	FACILITATOR	PLACE
	<p>Storytelling is at the center of business and marketing practice, yet many service researchers underestimate the power developing and communicating a compelling narrative when presenting or writing up their research. On completion of this session, participants will:</p> <ul style="list-style-type: none"> • recognize the value of storytelling as a tool for engaging journal editors, reviews and readers • understand the importance of titles, abstracts, introductions and conclusions in framing a compelling research narrative • be familiar with tested narrative storytelling tools and their potential 	Dr. Joan Ball	3/15

	for use in an academic context		
12.00-12.30	COFFEE BREAK		4 th floor
12.30-13.30	SESSION 3		
	BUILDING BETTER ACADEMIC ARGUMENTS THROUGH RESEARCH AND WRITING	FACILITATOR	PLACE
	<p>This session addresses the main reason for rejection of journal articles, theses, and research grant proposals - the lack of a believable, engaging and persuasive argument. This session will teach participants the fundamentals of building better academic arguments. On completion of the session, participants should be able to:</p> <ul style="list-style-type: none"> • Identify the ingredients of a good academic argument • Distinguish between the different types of claims that can be made • Understand the importance of good supporting evidence • Learn the art of building complex arguments from simple ones. 	Dr. Byron Keating	3/15
13.30-14.30	LUNCH		4 th floor
14.30-15.30	SESSION 4		
	BUILDING AND MAINTAINING HEALTHY RESEARCH COLLABORATIONS	FACILITATOR	PLACE
	<p>Rarely is research truly an isolated, independent activity. Rather, it is more often a collaboration of two or more people over a period of time. The process of forming relationships in research often starts from the beginning, when the student meets the supervisory team and continues throughout the researcher's life. Collaborative research can be more engaging, more fun and more productive. Upon completion of this session, participants will:</p>	Dr. Jay Kandampully	3/15

	<ul style="list-style-type: none"> • Have an understanding about research collaboration and building 'healthy' and balanced research relationships; • Gain clarity on challenges and benefits of creating research relationships; • Be able to set clear expectations in research collaborations, including authorship sequence and work allocation, and • Have a set of strategies, based on prior experiences of participants and presenters, about how to proactively address relationship challenges. 		
15.30-16.00	COFFEE BREAK		4 th floor
	SESSION 5		
	PANEL DISCUSSION ON PUBLISHING IN ACADEMIC JOURNALS	FACILITATORS	PLACE
16.00-17.00	<p>This session will provide simple but effective strategies to follow to assist in conducting collaborative research and to publish in academic journals. On completion of the session, participants should be able to:</p> <ul style="list-style-type: none"> • Effectively use guidelines to assist in the preparation and submission of manuscripts to academic journals. • Undertake simple steps to follow that will help to receive positive response from editors and reviewers. • Use the guidelines to assist in preparing research papers for possible submission to peer reviewed academic journals. 	<p>Chair Dr. Jay Kandampully; Dr. Byron Keating; Dr. Srikanth Beldona; Dr. Joan Ball; Dr. Yuksel Ekinici; Dr. Marzena Czarnecka</p>	3/15
17.30-19.00	WELCOME RECEPTION		4 th floor