



S M S R E S E A R C H F O R U M

SCHOOL OF MANAGEMENT STUDIES, CUSAT

**TWO-DAY WORKSHOP (HYBRID) ON**

# CONCEPTUALIZING RESEARCH & MODEL DEVELOPMENT

**20&21 FEB 2026**

 **SMS, CUSAT**

**Dr. Murugan Pattusamy**

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School of Management Studies,  
University of Hyderabad



## KEY TOPICS COVERED:

- Introduction to Research and Current Trends in Literature
- Gaps Vs Problematisation
- Sources of Research Gaps
- Understanding Theory and Contribution
- Model Development
- Practical Demo on Model Development

## WHO CAN ATTEND?

- Researchers & Academicians
- Early-Career Faculty Members

 **Address**

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## REGISTRATION FEE

**Rs. 2,600/-**  
(Inclusive of GST)



**Register Here**

Deadline: Feb 15, 2026