



SMS NEWSLETTER



QUARTERLY CHRONICLE

MESSAGE FROM DIRECTOR



PROF. DR. SAM THOMAS

As we move forward, let us continue to embrace excellence, innovation, and integrity in everything we do. This newsletter reflects the dedication, achievements, and collective spirit that drive our institution toward greater heights. I extend my sincere appreciation to every member of our community whose commitment and hard work make our success possible. Together, we are not only meeting challenges but transforming them into opportunities for growth and progress. Let us remain inspired, united, and focused on building a future of lasting impact.

EVENTS AT SMS



Two-Day Workshop on Conceptualizing Research & Model Development

February 20–21, 2026

Dr. Murugan Pattusamy, Assistant Professor at the University of Hyderabad, lead this intensive workshop on research conceptualization, theory building, model development, and enhancing research quality.



3 Day Online Masterclass on
QUALITATIVE RESEARCH

Dr. Akanksha Jaiswal
Assistant Professor
Loyola Institute of Business
Administration (LIBA)

Dr. Devi Soumyaja
Assistant Professor
School of Management Studies
CUSAT

KEY TOPICS

- Introduction to Qualitative Research
- Grounded Theory
- Goja's methodology
- Should I use Qualitative software?
- Practical application
- Hands-on training
- Publishing Qualitative Research

₹1,180
"Inclusive of GST"

[Register Now](#)

E-Certificates will be provided

Contact for Queries:
+91 98078 46317
+91 7506132472

26, 27 & 28 March, 2026 • 02:00 - 04:00 PM • Via Zoom

3 Day Online Masterclass on QUALITATIVE RESEARCH

March 26,27 & 28, 2026

Dr. Devi Soumyaja, Assistant Professor at SMS, Cusat and Dr. Akanksha Jaiswal, Assistant Professor at Loyola Institute of Business administration lead a masterclass on different Qualitative research methods



Workshop on Time Series Econometrics

January 16, 2026

Dr. Santhosh Kumar P K, Director & Associate Professor at the Centre for Budget Studies, CUSAT, conducted a hands-on session on the fundamentals, applications, and research relevance of time series analysis.



Insights from an Editor: Do's and Dont's of Publishing in Top-Tier Journals

February 25, 2026

Gained insight tips from Prof. Ajay Manrai, Professor Emeritus of Marketing at the University of Delaware and Editor-in-Chief of the Journal of Global Marketing, shared several insider tips on publication strategies, editorial insights, and avoiding common pitfalls.

OPEN DEFENCES



Dr. Mukul Dev Surira, scholar of **Dr. Zakkariya K A** was awarded PhD on 15th January 2026 for his thesis on '**Signalling Brand Social Perception Through Cause Communication: Exploring it's Downstream Impact on Consumer Intentions**'



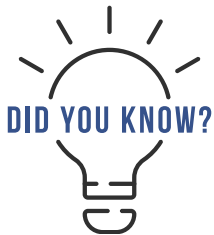
Dr. Regina Babu, scholar of **Dr. Renjini.D** was awarded PhD on 9 March 2026 for her thesis on '**Exploring Digital Entrepreneurship Intention in India: A social Cognitive Theory Perspective**'



Dr. Akhil M V, scholar of **Dr. Jagathy Raj V P**, was awarded PhD on 16 March 2026 for his thesis on '**Exploring Team Cognition: A methodological & Empirical Investigation in the Mental Models of Product Development**'



Dr. Naomy Nasambu Simiyu, scholar of **Dr. Santhosh Kumar S.** was awarded PhD on 13th February 2026 for her thesis on '**Post-Adoption Borrowing Behavior of Users of Digital Lending Applications: Cognitive & Contextual Determinants in India and Kenya**'



The First Research Paper

The world's first scientific research journal, Philosophical Transactions of the Royal Society, was published in 1665 by the Royal Society. Before this, researchers usually shared their discoveries through letters or private discussions. The journal created a formal way for scholars to publish, review, and preserve their work. Even today, more than 350 years later, research papers remain one of the most important ways of sharing knowledge and advancing science.

PUBLISHED ARTICLES

- **D. Soumyaja, R.R. Lexman, and A. Krishna** : Victims' perceptions of interactional justice in post-bullying corrective actions through a qualitative inquiry - Q1, A
- **Laly Padmavathy P, Fezeena Khadir**: Unethical Influencer Marketing: A Systematic Review and Research Agenda - Q1, A
- **S. Muhammad, D. Soumyaja, C.S. Sowmya, and A. Krishna**: The relationship between workplace ostracism and counterproductive knowledge behavior using an integrative literature review - Q1, A
- **S. Beegum A. and N. Aboobaker**: Slow tourism research with an integrative review-Q1, B
- **C. Athira and M. Prathapan**: A systematic review and future outlook on understanding tourism gentrification -Q1, B
- **F. Azeez and N. Aboobaker**: Cracks in leadership via a systematic review of toxic leadership literature - Q1, C
- **S. Aneesh and M. Prathapan**: Green self-identity and eco-consciousness in green apparel purchase intentions, focusing on perceived consumer effectiveness and price sensitivity - Q2
- **Johnson M, Ramachandran R**: The Multifaceted Challenges Encountered by the Insolvency Professionals in Corporate Restructuring and Asset Recovery—A Thematic Analysis - Q3, B

RESEARCH RELATED NEWS

Galgotias, an Indian university faces backlash for claiming Chinese robodog as own at AI summit

UGC introduced the (Promotion of Equity in Higher Education Institutions) Regulations, 2026, on January 13, 2026, mandating Equal Opportunity Centres (EOCs) and specialized committees to prevent discrimination based on caste, religion, or gender (Source: BBC, February 16, 2026)

KIRF rankings: CUSAT receives Chief Ministers Award for best university

Kochi: Cochin University of Science and Technology (Cusat) was handed Chief Minister's Award for best university in 2025, as per Kerala Institutional Ranking Framework (KIRF). Rajagiri College of Social Sciences (Autonomous) topped the college category, while College of Engineering Trivandrum and Rajagiri Business School, Kakkanad, led engineering and management categories, respectively. (Source: Times of India, March 9, 2026)

WADA publishes 2025-2029 Social Science Research Strategy and announces research projects funded through its 2025 Grant Program

World Anti-Doping Agency (WADA) is pleased to publish its 2025-2029 Social Science Research (SSR) Strategy which builds on the success of the 2020-2024 Strategy and aims to further embed SSR into anti-doping efforts. With the understanding that doping is a complex behavioral issue that is influenced by social, psychological, cultural, economic, and systemic factors, WADA has responded by elevating SSR at a strategic level, expanding its SSR agenda, and forming global partnerships to strengthen the research that can provide evidence-informed approaches to clean sport and doping prevention.

BEST PAPER AWARDS



Congratulations

SNEHA ROSE GEORGE
(Research Scholar)
on winning

BEST PAPER AWARD
IN THE MARKETING TRACK

AT 7TH RAJAGIRI INTERNATIONAL MANAGEMENT
CONFERENCE (RIMC 2026)

for her paper

FRONTLINE SERVICE IN THE AGE OF AI:
EXPERIMENTAL EVIDENCE FROM ONLINE
ENCOUNTERS

Proud Moment for
SMS RESEARCH FORUM
SCHOOL OF MANAGEMENT STUDIES, CUSAT



Congratulations

MOHAMMAD JAZZAR
(RESEARCH SUPERVISOR: DR. ZAKARIYA K A)
on winning

THE BEST PAPER AWARD

AT BERCHMANS INTERNATIONAL CONFERENCE 2026
(BINC'26)

hosted by the Berchmans Institute of
Management Studies, St. Berchmans College
(Autonomous), Changanassery

for his paper

MAPPING RESEARCH ON SUSTAINABLE
MARKETING AND STAKEHOLDER VALUE CO-
CREATION: TRENDS, THEMES, AND FUTURE
DIRECTIONS.

Proud Moment for
SMS RESEARCH FORUM
SCHOOL OF MANAGEMENT STUDIES, CUSAT

UNLOCK SUDOKU MAGIC- SCAN HERE:



ALUMNI CORNER

Dr. S. Kevin

Rtd. Professor, University of Kerala

“**Dr. S. Kevin** completed his Ph.D. in 1989 while serving at the University of Kerala, where he later became Professor and Pro Vice-Chancellor (2001–2005). Post-retirement, he held key academic leadership roles, including Director positions at premier institutions and Chairperson of NAAC Peer Teams. A noted author in finance and research methodology, he continues to contribute as a Visiting Faculty, mentoring postgraduate students and engaging with the academic community.

CALL FOR PAPERS

Strategic Foresight for Sustainable Digital Transformation- **EuroMed Journal of Business** invites high-quality conceptual and empirical submissions on foresight-driven digital and ESG strategies. The issue focuses on areas including AI-enabled decision-making, SME resilience, digital ecosystems, and sustainable innovation. Submission window: **1 July 2026 – Deadline: 1 November 2026.**

Algorithmic and Behavioral Biases in the Adoption of AI in Work Processes- **Business Process Management Journal** invites interdisciplinary research on how technical and human biases shape AI-driven organizational outcomes. Submission window: **Opens 1 June 2026 – Deadline: 31 July 2027**

The **Journal of Management Studies** has announced a special issue titled "The Dark Sides of Digital Communication", inviting scholarly contributions with manuscript submissions due by **30 September 2026.**

The **Journal of Management Studies** has announced a special issue titled "Decentering Strategic Leadership and Governance Research: Insights from Diverse Institutional Landscapes," inviting submissions with a submission window from **15–30 June 2026.**

UPCOMING EVENTS

ACHIEVEMENTS

CUSAT SECURES ₹16 LAKH ICSSR GRANT

CONGRATULATION

Dr. Nisa James
Project Director (CUSAT)

Dr. Anvesh Kumar K P
(Kannur University)

Dr. Fezoena Khadir
(CUSAT)

Dr. Smarty P Mukundan
(CUSAT)

Research on Adolescent Life Skills & Well-being

Focus Areas:
Substance Abuse Prevention
Psychosocial Challenges
School-Based Life Skills Education
Mentoring Systems

CUSAT officialcusat @cusat.ac.in

Congratulations!

Dr. Nimitha Aboobaker

has been selected to present her paper titled "Bound by Duty, Pulled by Love: A Three-Wave Study of Maternal Guilt and Job Embeddedness". at the 86th Annual Meeting of the Academy of Management taking place 31 July through 4 August 2026 in Philadelphia, Pennsylvania

#AOM2026

Philadelphia, PA, USA
31 July – 4 August 2026

ACADEMY OF Management

SMS RESEARCH FORUM

INTERNATIONAL CONFERENCE & COLLOQUIUM '26

15, 16 MAY

"Ignite the Research Aptitude"

DIGITAL FUTURES: REIMAGINING SOCIAL AND BUSINESS MODELS.

School of Management Studies
Cochin University of Science and Technology
Kochi, Kerala.

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