



RV Institute of  
Management®

RASHTREEYA SIKSHANA SAMITHI TRUST

## R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block,

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Bengaluru, Karnataka 560 041



### A Workshop on “The Art of Writing a Research Proposal”

Date: 20/04/2024	Venue: Workshop Hall, RVIM
Time: 10:00 AM to 12:30 PM	Event : Workshop
No. of Participant: 25	Event Convener: Dr. Padmalini Singh

#### Objectives

- To provide participants with a clear understanding of the role and importance of a research proposal in academic and professional research.
- To enable participants to identify and construct essential sections of a research proposal, including the introduction, literature review, research objectives, methodology, and budget.
- To teach participants how to write compelling, concise proposals tailored to different funding agencies.

#### Agenda/Flow of the Event

#### Resource Persons:

##### Dr. Rizwana.M

Associate professor,  
Department of Management studies,  
M.S Ramaiah Institute of Technology, Bangalore-560054  
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Dr.Rizwana.M , a graduate in Applied Science (Information Technology) and a Post graduate in MBA (Marketing and HR )is currently working as Associate professor n Department of Management Studies and Research Centre, M. S. Ramaiah Institute of Technology, Bangalore. Dr.Rizwana obtained her Doctoral degree from Bharathiar University, Coimbatore . Dr.Rizwana holds around 16 years of Teaching and Research Experience.

Dr.Rizwana teaches courses in the Marketing specializations like Marketing Management, Supply Chain Management, Services Marketing, ,Consumer Behaviour and Rural Marketing. Dr.Rizwana has published papers in the areas of Marketing, Entrepreneurship and Startup Development, Industry Institute Interaction, Scaling up Start-ups and Several Case studies in esteemed Journals .

Dr.Rizwana's Research and Consultancy interest includes Entrepreneurship Development, Business Plan Preparation for Startups and SMEs , Women Entrepreneurship, Digital Marketing ,Identifying and Managing Skill gap, Managing Customer Emotions, E-Office Management and Healthcare and Hospitality Marketing. Dr.Rizwana has completed a project titled "Determinants of Survival of Start-ups in Karnataka region" which has been sanctioned and funded by ICSSR ,New Delhi. Currently, she is working on a DST-NSTMIS sponsored Research Project titled "Impact of Industry Institute Collaborations on Entrepreneurship Development and Innovations: A study with reference to Technical Institutions in Karnataka region.

Dr.Rizwana serves on the editorial board and also a reviewer for several academic research journals. She has delivered special talks on the topics like Research Methodology and Building Start-up Culture at various Institutions in Tamilnadu and Karnataka.

### Online Workshop on "The Art of Writing a Research Proposal"



Dr Rizwana addressed on the opportunities for participants to draft and refine sections of a research proposal during the workshop with feedback from peers and facilitators and present and defend their research proposals effectively to funding bodies or academic panels

**Feedback & Coordinator Comment:**

The workshop was highly relevant, addressing common challenges faced by faculty in writing proposals for grants and academic research. Including tips on funding agency expectations and ways to increase acceptance rates would add more value.

*Padmalini*

**Event Convener:**



**Director**

Author(s)	Year	Title	Journal	Aim	Contribution
Vuppalapati Vijaya Venkat et al.	2023	Fostering Talent Stability: A Study on Evaluating the Influence of Competency Management on Employee Retention in the Automotive Industry	Remittances Review	To examine how competency mapping impacts employee retention in the automotive sector.	Proposed strategies for improving employee retention, enhancing competitive advantage, and reducing attrition rates. Highlighted the importance of
Macpherson, W.	2024	The Adoption of Talent Retention Strategies in Industry 4.0 Automotive Organisations: Employees’ Perspective	SA Journal of Human Resource Management	To identify strategies for retaining talent within Industry 4.0 automotive organizations. To explore retention factors from the perspective of current workers	developing and maintaining a sustainable talent pool to ensure long- term success.
Usha et al.	2015	Retention Factors Influencing Workers to Persist in Select Automobile Component Manufacturing	International Journal of Research in Management, Economics, and Commerce	and provide a development- oriented approach for both employers and employees. To analyze key aspects of employee retention such as workplace environment,	Discussed the costs associated with employee replacement, including recruitment, onboarding, training, reduced productivity, and loss of loyal customers. Suggested ways to manage turnover through improved
Dr. R. Karthi et al.	2012	A Study on Employee Retention in Leading Multinational Automobile Sector in India	International Journal of Management Research and Review	safety, training, recognition, support, and career opportunities.	facilities, career progression, training, and clear job roles.
M. Jayaraman et al.	2017	A Study on Employee Retention Practices of Automobile Industries in India with Special Reference to Hyundai Motors	International Journal of Management	To evaluate existing retention strategies and offer recommendations for improvement.	Advocated for effective retention strategies to foster better workplace relationships, reduce scalar chain discrepancies, and create a positive work environment.

Juliana et al.	2020	A Study on Employee Retention in the Automobile Sector	Journal of Critical Reviews	To examine employee retention practices within the automobile sector.	Emphasized that employees are the critical assets and stressed the importance of a transparent and healthy work environment to create a motivated, innovative workforce. Identified leadership, rewards and recognition, compensation, and career development as major factors driving talent retention.
Kadiresan, V., et al.	2019	Employee Engagement and Retention in Automotive Industry in Malaysian Context: Job Stress as a Moderator	International Journal of Engineering and Advanced Technology (IJEAT)	To investigate key drivers influencing employee engagement and retention. To assess the current leadership practices in select automobile industries.	
Mandhanya, Y. et al.	2017	A Study of Impact of Leadership Practices in Retaining Talent with Special Reference to the Automobile Sector The Relationship Between Talent Management Practices on Organisational Sustainability with Reference to Kolhapur-Based Selected Automobile Industries	Indian Journals		Found that leadership significantly influences employees to remain with the organization.
Dr. Bindu Menon	2022		International Research Journal of Humanities and Interdisciplinary Studies	To investigate the link between talent management and organizational sustainability.	Demonstrated positive impacts of talent attraction, retention, learning and development, career and performance management on organizational sustainability.