



RV Institute of
Management®

RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

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

Jayanagar

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