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Report on Theory Building for Research in Management and Social Sciences as part of Centre for Research and Extension Activities

Date:13.08.2025	**Venue: Seminar Hall**
	Conducted by: Centre for Research and Extension **Resource Persons: Dr Jayanth Jacob, Professor, Anna University**

Overview:

The Centre for Research and Extension, RV Institute of Management, organized a session on **"Theory Building for Research in Management and Social Sciences"** for faculty members. The session was delivered by Dr. Jayanth Jacob, Professor, Anna University, who highlighted the significance of theory development in enhancing the quality and contribution of research in management and social sciences. The session provided participants with valuable insights into constructing robust theoretical frameworks and strengthening scholarly research.

Objectives:

- To familiarize participants with the concept and significance of theory building in research.
- To enhance understanding of theoretical frameworks and their application in research studies.
- To provide insights into developing meaningful research contributions.
- To strengthen research capabilities among faculty members and scholars.
- To promote quality research practices in management and social sciences.

Agenda / Event Flow

- The session commenced with an introduction to the importance of theory in academic research.
- The resource person explained various approaches to theory development and validation.
- Discussions were held on linking research problems with appropriate theoretical frameworks.
- Participants gained insights into creating research models and identifying research gaps.
- Real-life examples from management and social science research were presented.
- The session concluded with an interactive discussion and clarification of participants' queries.

Key Takeaways from the Session

- Participants gained a deeper understanding of theory building in research.
- Enhanced awareness of the importance of theoretical foundations in scholarly work.
- Learned methods for identifying research gaps and developing conceptual frameworks.
- Acquired insights into improving the quality and impact of research publications.
- Strengthened their ability to undertake rigorous and meaningful research studies.

Coordinator/ Incharge: Dr. Tamizharasi D
No. of Participants/Section: 30 Faculty members
No. of Hours Handled: 2

Photo:





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R.V. INSTITUTE OF MANAGEMENT Bangalore

Dr.Purushottam Bung
Professor & Director RVIM

Dr Tamizharasi,
Professor, RVIM

Resource Person Profile
Prof. Jayanth Jacob
Professor, Department of Management Studies, Anna University, Chennai

Prof. Jayanth Jacob is a distinguished academician and researcher with over two decades of experience in management education and research. He is currently serving as Professor in the Department of Management Studies at Anna University, Chennai, where he has been associated since 2003, progressing through various academic positions including Assistant Professor, Associate Professor, and Professor.

He earned his Ph.D. in Management from the College of Engineering, Anna University, in 2009. He also holds an MBA and a Bachelor of Engineering degree from the University of Madras. Over the years, Prof. Jacob has established himself as a respected scholar in the fields of Technology Adoption, Market Research, and Data Analytics, contributing significantly to both academia and industry.
Prof. Jacob's research focuses on contemporary issues in consumer behaviour, digital technologies, customer loyalty, green marketing, and service management. His scholarly contributions have received wide recognition, with more than 300 citations and an h-index of 8 (Scopus), reflecting the impact of his research on the academic community.

He has successfully guided doctoral scholars in diverse areas such as customer loyalty in life insurance, medical tourism, and brand switching behaviour. His commitment to research and academic mentoring has helped shape the next generation of management researchers.

A life member of the Indian Society for Technical Education (ISTE), Prof. Jacob has also actively contributed to academic administration through participation in doctoral committees and professional bodies. In addition, he has been associated with sponsored projects, including a training and needs analysis programme for postal staff funded by the Department of Posts and Telegraphs.

Selected Research Contributions
Prof. Jacob has published extensively in reputed national and international journals. Some of his notable contributions include:

- *Examining the Inter-relationships of UTAUT Constructs in Mobile Internet Use in India and Germany* – Journal of Electronic Commerce in Organizations (2020).
- *The Moderating Role of Sales Experience in Adaptive Selling, Customer Orientation and Job Satisfaction in a Unionized Setting* – Journal of Business & Industrial Marketing (2019).
- *Does Loyalty and Satisfaction Support Customer Retention in the Life Insurance Sector?* – International Journal of Business Excellence (2019).
- *The Relationship Between Green Perceived Quality and Green Purchase Intention* – International Journal of Business Innovation and Research (2018).
- *A Test of Greenhaus and Allen (2011) Model on Work-Family Balance* – Current Psychology (2017).

Through his sustained contributions to teaching, research, and academic leadership, Prof. Jayanth Jacob continues

to make a significant impact in the field of management education and research.