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Report on FDP on Fundamentals of Systematic Literature Review as part of Centre for Research and Extension Activities

Date: 25.09.2025	**Venue: Seminar Hall**
	Conducted by: Centre for Research and Extension **Resource Persons: Dr. Priyanka Suresh, RV University**

Overview:

The Centre for Research and Extension, RV Institute of Management, organized a Faculty Development Programme (FDP) on "Fundamentals of Systematic Literature Review" for faculty members. The session was conducted by Dr. Priyanka Suresh from RV University, who provided comprehensive insights into the process of conducting systematic literature reviews. The programme emphasized the importance of adopting a structured and evidence-based approach to reviewing literature for producing high-quality research.

Objectives:

- To familiarize participants with the fundamentals of systematic literature review.
- To provide an understanding of the various stages involved in conducting a systematic review.
- To enhance the research capabilities of faculty members and scholars.
- To promote the use of evidence-based research methodologies.
- To strengthen the quality and rigor of academic research.

Agenda / Event Flow

- The session commenced with an introduction to the concept and significance of systematic literature reviews.
- The resource person explained the stages involved in planning and conducting a review.
- Participants were introduced to methods for identifying, screening, and synthesizing relevant literature.
- Discussions were held on ensuring transparency and minimizing bias in the review process.
- Practical insights and best practices for conducting systematic reviews were shared.
- The session concluded with an interactive discussion and clarification of participants' queries.

Key Takeaways from the Session

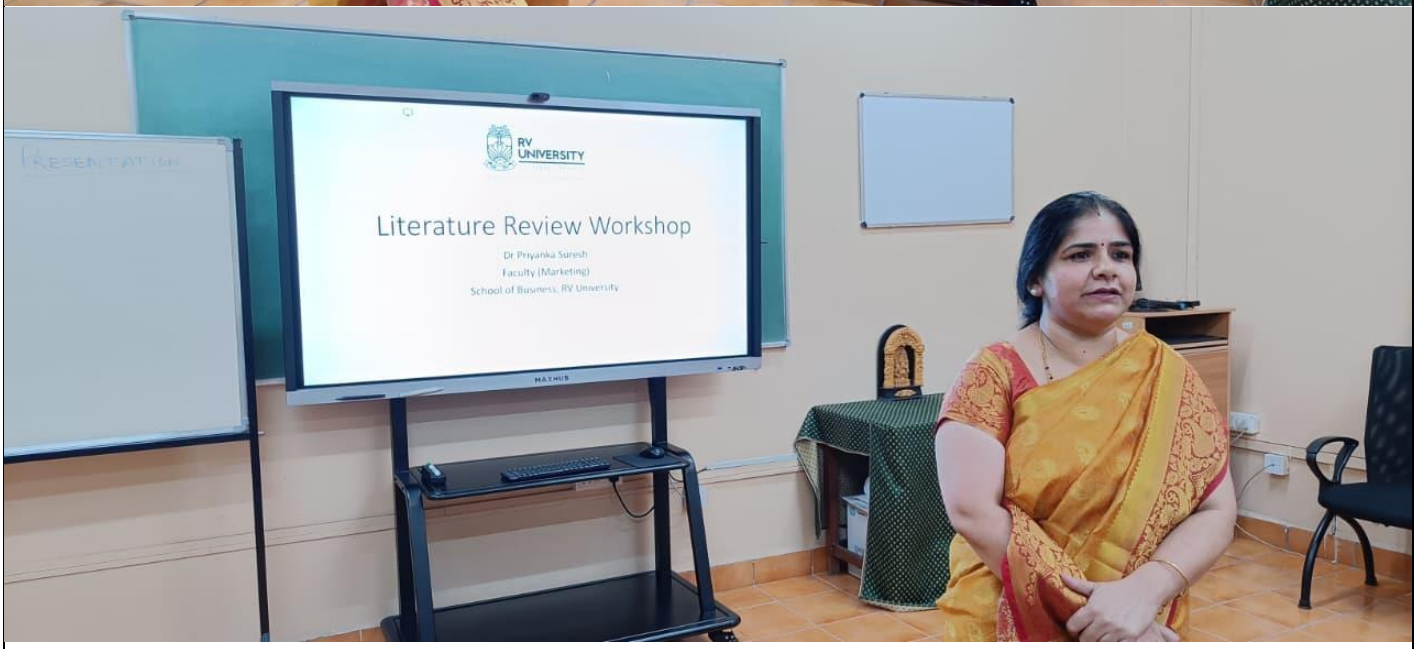
- Participants gained a clear understanding of the systematic literature review process.
- Enhanced awareness of evidence-based research practices.
- Learned techniques for identifying, evaluating, and synthesizing scholarly literature.
- Acquired insights into improving the quality and credibility of research studies.
- Strengthened their ability to undertake rigorous and impactful academic research

Coordinator/ Incharge: Dr. Tamizharasi D
No. of Students/Section: 30 Students of MBA Batch 2024-26

No. of Hours Handled: 03

Photo:









Dr.Purushottam Bung
Professor & Director RVIM

Coordinator
Dr Tamizharasi D

Resource Person Profile
Dr. Priyanka Suresh
Ph.D. (Marketing), IIT Madras
Specialization: Digital Marketing | Services Marketing | Service Recovery on Social Media

Dr. Priyanka Suresh is an accomplished academician and researcher with a Ph.D. in Marketing from the Indian Institute of Technology (IIT) Madras. Her doctoral research, titled *"Containing Customers' Outpouring of Emotions on Social Media: Service Recovery in Double Deviation Scenarios,"* examined the dynamics of customer interactions on social media platforms and proposed strategies to enhance customer experience through effective service recovery mechanisms.

With a distinguished teaching career spanning reputed institutions such as JAGSoM, Bangalore, NMIMS, Mumbai, and Stella Maris College, Chennai, Dr. Suresh brings rich experience in management education. Her expertise lies in Digital Marketing, a domain in which she actively contributes through teaching, research, Management Development Programmes (MDPs), and industry consultancy assignments.

Dr. Suresh has presented her research at several prestigious national and international conferences, including the IIM Bangalore IMR Doctoral Conference (IMRDC) and the ISMS Marketing Science Conference hosted by the University of Rochester, USA. Her scholarly work, *"The Burden of Double Deviation in Services: A Systematic Review and Research Agenda"* (co-authored with Dr. Vaibhav Chawla), was published in the International Journal of Consumer Studies, an ABDC 'A' ranked journal with a notable impact factor.

Her research interests encompass Service Recovery on Social Media, Digital Marketing, and Services Marketing. In recognition of the significance of her work, she received the AIM–Sheth Foundation Research Proposal Award (2019), along with a research grant of up to ₹1 lakh for her proposal titled *"'Worst Experience' to 'Faith Restored!': Service Recovery on Social Media Following a Double Deviation – Impact on Customer Outcomes."*
An avid reader with a passion for literature, Dr. Suresh enjoys exploring diverse genres and counts Rudyard Kipling, Jessica Mitford, and J.K. Rowling among her favourite authors.

Selected Publications and Conference Presentations

- Suresh, P. & Chawla, V. (2022). *The Burden of Double Deviation in Services: A Systematic Review and Research Agenda.* International Journal of Consumer Studies.
- ISMS Marketing Science Conference (2021) – University of Rochester, USA.
- IMR Doctoral Conference (2019) – Indian Institute of Management Bangalore.
- Great Lakes NASMEI Marketing Conference (2018) – Great Lakes Institute of Management, Chennai