RV Institute of Management®
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Empowering Faculty and Scholars to Publish in

Top Journals through Editors' Wisdom and Reviewers"

Date: May 23, 2026	**Venue: Board Room**
	Conducted by: Centre for Research and Consultancy **Resource Persons: Dr. Ajay Manrai, Professor, University of Delaware, USA**

Overview:

RV Institute of Management organized a Faculty Development Programme (FDP) on **"Empowering Faculty and Scholars to Publish in Top Journals through Editors' Wisdom and Reviewers"** on 23 May 2026. The programme was conducted by **Dr. Ajay Manrai**, Professor at the University of Delaware, USA, a distinguished academic with extensive experience in scholarly publishing, editorial processes, and research evaluation.

The FDP was designed to provide faculty members and research scholars with practical insights into publishing high-quality research in reputed national and international journals. The session highlighted the expectations of journal editors and reviewers, common reasons for manuscript rejection, and strategies for enhancing the quality, rigor, and impact of research publications. Through interactive discussions and real-world examples, participants gained a deeper understanding of the academic publishing process and the Pathways to successful publication in top-tier journals.

Objectives:

- To familiarize participants with the editorial and peer-review processes followed by reputed academic journals.
- To provide insights into the expectations of editors and reviewers regarding research quality and manuscript preparation.
- To enhance the ability of faculty members and scholars to publish in high-impact journals.
- To identify common pitfalls leading to manuscript rejection and strategies to overcome them.
- To strengthen research writing, publication ethics, and scholarly communication skills.

Agenda / Event Flow

- Welcome and introduction to the importance of publishing in high-quality academic journals.
- Session on understanding journal selection and publication strategies.
- Insights from the editor's perspective on manuscript evaluation and decision-making.
- Discussion on reviewer expectations and the peer-review process.
- Guidance on improving research design, methodology, and academic writing quality.
- Presentation of best practices for responding to reviewer comments and revising manuscripts.
- Interactive question-and-answer session addressing publication challenges faced by researchers.
- Concluding remarks and key recommendations for enhancing publication success.

Key Takeaways from the Session

- Developed a clear understanding of the journal publication lifecycle.
- Gained valuable insights into the expectations of editors and reviewers.
- Learned effective strategies for preparing manuscripts suitable for top-tier journals.
- Enhanced awareness of publication ethics, research integrity, and scholarly standards.
- Acquired practical techniques for addressing reviewer comments and improving manuscript acceptance rates.
- Recognized the importance of research quality, originality, and contribution to knowledge in achieving publication success.

Coordinator/ Incharge: Dr. Tamizharasi D
No. of Participants : 25 Faculty Members
No. of Hours Handled: 3 Hours

Photo:



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Dr.Purushottam Bung

Professor & Director RVIM

Dr Tamizharasi

Professor, RVIM

Resource Person Profile

Dr. Ajay K. Manrai is a distinguished academician, researcher, and globally recognized expert in marketing and scholarly publishing. He serves as Professor Emeritus of Marketing at the Alfred Lerner College of Business and Economics, University of Delaware. With over four decades of experience in teaching, research, editorial leadership, and academic mentoring, he has made significant contributions to the fields of marketing, international business, and research methodology.

Dr. Manrai earned his Ph.D. in Marketing from the prestigious Northwestern University, an MBA from Indian Institute of Management Ahmedabad, and a B.Tech. in Mechanical Engineering from Indian Institute of Technology Delhi. Throughout his academic career, he has held faculty positions at renowned institutions, including the Wharton School and the University of Delaware.

He is the Editor-in-Chief of the Journal of Global Marketing, a highly regarded international journal, and has served in several editorial and leadership roles within the global academic community. His scholarly contributions include more than 150 peer-reviewed publications in leading international journals covering marketing science, consumer behavior, international marketing, and research methodologies.

Dr. Manrai has received numerous awards and recognitions for excellence in teaching, research, and academic leadership, including the University-Wide Faculty Excellence in Teaching Award at the University of Delaware. His research and professional engagements have taken him to more than 150 countries, enabling him to bring a truly global perspective to management education and research.

As an accomplished scholar, editor, and mentor, Dr. Manrai is widely respected for guiding faculty members and researchers on publishing in high-impact journals, improving research quality, and navigating the peer-review process effectively. His expertise makes him a valuable resource for academicians aspiring to enhance their research productivity and publication success.