

1 Day Online Pre-Conference Workshop on Systematic Reviews and Meta-Analysis

Research is a systematic inquiry to develop in-depth knowledge of relevant subjects and to generate applicable results in the forms of innovative products, research papers, patents, or a thesis. The recent technological advancements in the education sector have renovated the conventional methods of doing research. The need for adopting new technological methods and techniques for developing new knowledge and its dissemination has increased significantly in the context of the academic community. Systematic Literature Review and Meta-Analysis are well-known technical methods that have gained due importance in recent times to augment the level of academic research. Systematic Literature Review and Meta-Analysis is an opportunity to develop new ideas and knowledge by facilitating the integration of the latest to oldest studies in all domains.

For developing research skills among researchers and faculties IMS Ghaziabad University Courses Campus is organizing a 1 Day Complimentary Pre-Conference Workshop (Online) on Systematic Reviews and Meta-Analysis on 20th April 2022.

The workshop includes interactive learning sessions aiming to generate systematic reviews. The workshop will cover topics, like, developing a protocol for systematic review and, a statistical approach for meta-analysis and reporting & presenting a systematic review.

Resource Person: Dr. Jaspreet Kaur, Associate professor,
Pearl Academy Delhi



Dr. Jaspreet Kaur, Associate professor, Pearl Academy Delhi, has over 16 years of experience in teaching Consumer behavior, Sustainability, and Market research. Corporate trainer, an AMT certified faculty from AIMA, and a recipient of the GRABS award for the 'Best researcher faculty'. Authored 2 books on CRM and Service marketing, 21 University Course packs, and 21 Articles in Business Management Magazines. Presented 25 Research papers in Conferences mostly IIM and written 12 Research papers in Consumer behavior and Sustainability related topics published in Peer-reviewed, Scopus and ABDC indexed journals. Reviewer for many ABDC and Scopus indexed journals like IJBIR(ABDC), Academy of strategic management(Scopus), Asian Journal of Marketing, etc.

Date: 20th April 2022,

Day: Wednesday

Time: 2 PM onwards