

PRE – CONFERENCE WORKSHOP SERIES

INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN BUSINESS AND MANAGEMENT SCIENCE RESEARCH

Organised by
ICSBMR 2027 TEAM

VIT Business School, Vellore Institute of Technology, Chennai

October 28th, 2026 | Online Session | FN & AN



Dr. Janarthanan Balakrishnan
National Institute of Technology,
Trichy.

**AI-Assisted Research Writing:
Tools, Techniques and Research
Integrity**



Dr. Muneer Shaik,
School of Management,
Mahindra University,
Hyderabad.

AI Tools for Research

REGISTRATION FEES : INR 1000/-



Pay Here!

January 8th, 2027 | Hybrid Session | FN & AN



Dr. Murugan Pattusamy
University of Hyderabad, Hyderabad

**Hands-on Structural Equation
Modelling for Academic
Research and Publication**



Dr. Sujatha Manohar
VIT Business School,
Vellore Institute of Technology, Chennai.

**Qualitative Research and
Thematic Analysis: From Data
Collection to Publication**



Dr. Deepak Mathivathanan
Loyala Institute of Business Administration,
Chennai.

**Systematic Literature Review and
Bibliometric Analysis: An Integrated
Research Approach**

- 📍 **Venue :AB4 – 601**
- 🕒 **FN: 9:30 am – 12.30 pm**
- 🕒 **AN: 2.00 pm – 4.00 pm**

How to PAY?

- Create a new user in VIT Event Hub
- In VIT Event Hub: select **Workshop** as Event Type
- Select **National Workshop** as Event Sub-Category

Click here to Register !

FOR FURTHER DETAILS

Conference Website : www.icsbmr2027.com
Email : chennai.icsbmr2027@vit.ac.in

COORDINATORS

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