



Press Release

IIM Jammu hosts an interactive session by Dr. Shivendu Pratap Singh, School of Business, Southern Illinois University Edwardsville, USA

20th April 2023, Jammu: Indian Institute of Management (IIM) Jammu under the leadership of Prof. B.S. Sahay, Director, IIM Jammu hosts an interactive session by Dr. Shivendu Pratap Singh, School of Business, Southern Illinois University Edwardsville, USA. The topic of the session was, “*Exploring Econometrics & Experiments in Information System Research*”. The session started with a welcome address and introduction of the speaker by Dr. Rambalak Yadav, Chairperson, Research, IIM Jammu.

Dr. Shivendu Pratap Singh spoke about the various nuances involved with research and publishing articles in journals of international repute. He gave practical insights into the different ways to undertake research and presented his research work namely: a) The value of open-source innovation by firms, b) Effect of Personification of online review on its helpfulness: A case of conversation AI reviews.

The session was attended by Ph.D. students including faculty, and staff, of the Institute. The vote of thanks was proposed by Dr. Rambalak Yadav, Chairperson, Research, and was joined by Dr. Kapil M Gumte, Co-Chairperson, Research, IIM Jammu. The whole event was coordinated by the Research Office, IIM Jammu. The session ended on a positive note followed by Q & A.

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Glimpses from the interactive session by Dr. Shivendu Pratap Singh School of Business, Southern Illinois University Edwardsville, USA



