



Publishing Qualitative Research and Engaged Scholarship in Major Management Journals

Funder: [Society for the Advancement of Management Studies, UK](#)

Host Institution: [Goa Institute of Management \(Centre for Public Policy & Governance\)](#) in collaboration with the [General Management and Public Policy Area\)](#)

Date & Venue: Friday, 2nd January 2026, Goa Institute of Management*, Goa, India

Objectives

- To develop technical writing skills by integrating theoretical sophistication with pragmatic approaches, enabling participants to engage in publication processes without compromising contextual relevance or theoretical innovation.
- To nurture critical scholarly capabilities
- To develop capability to craft articles that identify genuine theoretical gaps rather than replicating established agendas
- To develop engaged scholarship approaches through stakeholder collaboration
- To harmonise structured learning with collaborative exploration, developing both technical publication skills and critical perspectives on knowledge production.
- To understand how researchers can maintain scholarly rigour while co-creating knowledge with organisations and the community via engaged scholarship.
- Benefit from the speaker's' specialist expertise, including research areas directly relevant to the South Asian context.

Content

1. The academic writing and publishing processes in the field of management, including different categories of papers (conceptual, empirical, polemical, review, etc.)
2. Positioning and motivating papers and defining meaningful research problems and questions
3. Contextualising research within appropriate theoretical frameworks while questioning dominant Western paradigms
4. Reviewing, synthesising and problematising literatures towards articulating specific research questions

5. Writing different sections of a paper (introduction, theory, methods, findings, discussion, conclusion) and articulating empirical and theoretical contributions
6. Theorising without falling into the trap of over-generalization
7. Bridging theoretical relevance with practical relevance
8. Articulating methodological choices responsive to contextual particularities and community needs
9. Targeting appropriate journals and navigating the peer-review process effectively
10. Working with co-authors and co-constructing meaningful research projects with non-academic collaborators

Target audience

Doctoral students and early career researchers studying HRM, Organisational Studies, International Management and/or small business issues via qualitative methods and/or engaged scholarship approaches.

Programme

9.00 to 9.15 am	Registration
9.15 to 9.30 am	Welcome
9.30 to 10.30 am	Positioning and motivating papers for publication - Mehdi Boussebaa (with a focus on challenging west-centrism in management scholarship)
10.30 to 11.30 am	Crafting empirical research findings for publication in high profile journals – Dulini Fernando (with a focus on highly skilled work, cross border movement of labour and EDI scholarship)
11.30 to 11.45 am	Break
11.45 to 12.45 pm	Crafting engaged scholarship for publication and developing a research agenda via successful collaboration, co-construction and partnerships - Monder Ram (with a focus on small business and enterprise)
12.45 to 2.00 pm	Lunch
2.00 to 3.15 pm	Parallel groups (3 groups, each headed by one of the speakers for participants to engage in idea development, conceptualisation of research questions, etc.)
3.15 to 3.30 pm	Break
3.30 to 3.45 pm	Developing an academic career alongside out of work responsibilities – Dulini Fernando
3.45 to 4.15 pm	Insights into editorial decision making and peer review - Mehdi Boussebaa
4.15 to 5.00 pm	Parallel groups
5.00 to 5.15 pm	Close



Brief Biography of Speakers

[Dulini Fernando](#) (BSc Lancaster, BSc LSE, MSc LSE and PhD Loughborough) is Professor of Work and Organisation at Aston Business School. She researches on highly skilled careers, diversity and inclusion, workplace mistreatment and work in multinational organizations. Dulini's research as single author and first author has been published in an array of journals such as Academy of Management Learning and Education, Academy of Management Discoveries, Harvard Business Review, Human Relations, Human Resource Management Journal, Journal of Vocational Behaviour, Journal of Occupational and Organisational Psychology and the Journal of World Business, and funded by UKERC, UKRI ESRC, British Academy, Midland Innovation, Social Sciences and Humanities Research Council Canada and GCRF. In 2021, Dulini was chosen as a British Academy Mid-Career Fellow to examine intersectionality in the careers of skilled refugees. Dulini's research has influenced government policy and organizational practice and is cited in international media

[Mehdi Boussebaa](#) is a Professor of International Management at the Adam Smith Business School, University of Glasgow. His research focuses on multinationals and the politics of management knowledge production in the context of global North-South relations, challenging conventional perspectives and advocating for more inclusive approaches. He has published in journals such as *Human Relations*, *Journal of International Business Studies*, *Journal of World Business*, and *Organization Studies*. He serves on the editorial boards of top-tier journals such as *Human Relations*, *Journal of Management Studies*, *Journal of World Business* and *Organization Studies* and is Co-EiC of *Critical Perspectives on International Business*. Mehdi's research has received funding from the ESRC and the British Academy/Leverhulme Trust.

[Monder Ram](#) is Professor of Small Business and Director of the Centre for Research in Ethnic Minority Entrepreneurship (CREME) at Aston University. His research examines entrepreneurial processes in marginalised communities, developing theoretical frameworks that challenge conventional understandings while generating practical impact. His work exemplifies engaged scholarship through sustained partnerships with policy bodies, business support agencies, and community organizations. He is a two-times winner of the ESRC Impact Prize for Business (2017 and [2021](#)). Professor Ram has secured substantial research funding from sources including ESRC, Joseph Rowntree Foundation, British Academy, and numerous government departments. He has published extensively in leading journals including British Journal of Management, Human Relations, Journal of Management Studies

Bursaries: There are some bursaries for travel and/or accommodation for scholars – especially for those with special needs.

To register, kindly fill the following google form:

<https://forms.gle/NFYWL1phmqCytm7g7>

For any queries kindly contact:

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***Location of the Workshop:** Goa Institute of Management, Near Ravindra Bhavan, Sanquelim, Poriem, Goa 403505, India

<https://goo.gl/maps/YUuH9kV6GcMaHS9r7>