

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER - III EXAMINATION - WINTER 2025

Subject Code: MB03092191

Date: 22-12-2025

Subject Name: Research Communication

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) What is H-index ?	
(b) Target Audience Identification	
(c) What is Plagiarism ?	
(d) Importance of Impact Factor	
(e) Fabrication or Falsification	
(f) Open Access Publishing	
(g) ORCID ID	
Q.2 (a) Explain the types of research communication and show how the same research output would be communicated differently to each group.	07
(b) Explain the principles of effective research communication and demonstrate how they can be applied while preparing a conference presentation or viva presentation.	07
OR	
(b) Explain research ethics and integrity and discuss why ethical conduct is critical while conducting and publishing management research.	07
Q.3 (a) Explain the role of COPE and WAME in resolving ethical issues in academic publishing.	07
(b) Discuss authorship disputes and conflict of interest using examples from collaborative research projects in management or social sciences.	07
OR	
(a) Explain the structure of a research paper and justify why each section is important from the reviewer's perspective.	07
(b) Prepare a sample executive summary or abstract outline for a management research project of your choice.	07
Q.4 (a) Explain APA referencing style and state how incorrect referencing can affect research credibility.	07

- (b) A researcher wants to commercialize a research output. 07
Explain the process of copyright, patent, or industrial design registration and its benefits.

OR

- (a) Explain how the researcher can build and integrate digital profiles for better visual branding of research and effectively publish and disseminate research online through preprints, journals, blogs, and social media. 07
- (b) Discuss the limitations of relying solely on citation-based metrics and explain how altmetrics address these limitations. 07

Q.5

Dr. Avadhesh patel , an assistant professor in a self-financed management institute, completed a funded research project on employee engagement and productivity in hybrid work environments. The project involved primary data collected from 420 respondents across IT and service organizations. Due to institutional pressure for rapid publications and eligibility requirements for career advancement, Dr. Patel prepared multiple manuscripts from the same dataset.

One manuscript emphasized theoretical contributions and was submitted to a Scopus-indexed journal. Another version, focusing on managerial implications, was submitted to a different journal without disclosing overlap. A third shortened version was uploaded as a preprint on an open research platform without checking publisher copyright policies. Portions of the literature review and methodology were reused with minimal rewriting.

Additionally, a senior faculty member was added as a co-author despite limited involvement, while a junior researcher who assisted in data analysis was acknowledged only in footnotes. During peer review, one journal flagged a high similarity index (32%). Another journal was later identified as predatory, offering fast publication upon payment.

Dr. Avadhesh also lacked an ORCID ID and had inconsistent publication records across Google Scholar and ResearchGate, affecting his research visibility and credibility.

- (a) Explain how a management researcher can use Web of Science, Scopus, Google Scholar, and altmetrics together to evaluate the impact of their research work. 07
- (b) Design a step-by-step checklist for selecting a suitable journal and preparing a manuscript for ethical and effective research publication. 07

OR

- (a) Identify and explain the ethical issues and research misconduct practices evident in the case. 07
- (b) Evaluate the role of institutional pressure and publication metrics in influencing unethical research behavior. 07
