



**PONDICHERRY UNIVERSITY**  
**SCHOOL OF MANAGEMENT**  
**DEPARTMENT OF TOURISM STUDIES**



*Cordially invites you to the UGC - SAP (DRS-II) sponsored*

**International Tourism Research Colloquium**

**21- 24 March, 2018**

**INAUGURAL FUNCTION**

**21 March 2018**

**10.00 am to 11.30 am**

**Venue**

**SOM Auditorium**

<b>Welcome Address</b>	:	<b>Prof. Y Venkata Rao</b> <i>Head &amp; Colloquium Convener</i>
<b>Felicitation</b>	:	<b>Prof. G Anjaneya Swamy</b> <i>Dean, School of Management</i>
<b>Presidential Address</b>	:	<b>Prof. Gurmeet Singh</b> <i>Vice-Chancellor, Pondicherry University</i>
<b>Chief Guest</b>	:	<b>Prof. Su, Chen-Jen</b> <i>Fu Jen University, Taipei, Taiwan</i>
<b>Guest of Honour</b>	:	<b>Prof. Sandeep Kulshreshtha</b> <i>Director - IITM, Gwalior</i>
	:	<b>Prof. Deepak Raj Gupta</b> <i>Professor, School of Hospitality &amp; Tourism Management, University of Jammu</i>
<b>Vote of Thanks</b>	:	<b>Dr. R. Rajesh</b> <i>Colloquium Co-ordinator</i>



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**RESOURCE PERSONS**



**Su, Che-Jen**

*Professor, Dept. of Restaurant  
Hotel & Institutional Management, Fu Jen University  
Taipei, Taiwan*

Prof. Su, Che-Jen holds a PhD. in Business Administration from National Taipei University, Taiwan. He is Regional Editor of the Journal of Global Business and Technology, Associate Editor of the European Journal of Tourism, Hospitality and Recreation, and currently serves on the Editorial Board of Service Business: An International Journal. His research interests are interpersonal influence in tourist contexts, international tourism management, and crosscultural tourist behavior.

**Dr Stephen Pratt**

*School of Hotel and Tourism Management  
The Hong Kong Polytechnic University*



Dr Stephen Pratt joined the School of Hotel and Tourism Management at The Hong Kong Polytechnic University as Assistant Professor in January 2013. He graduated with his PhD in 2009 from the University of Nottingham, UK. His areas of expertise include Economic Impacts of Tourism, Tourism Satellite Accounts Tourism Marketing, Sustainable Tourism, Tourism in the South Pacific, Film Tourism, Cruise Tourism, Economics of Tourism, Tourism Marketing, Sustainable Tourism, Contemporary Tourism Issues.



**Prof Sankarshan Basu**

*Indian Institute of Management  
Bangalore*

Prof. Basu is the Chairperson, Post Graduate Programme in Public Policy and Management. His areas of interest in terms of research are in Bond and Portfolio Valuation, Applications of Quantitative Techniques to Finance, Insurance, Reinsurance, Risk Management, Biostatistics and Corporate Finance. He has presented his work at international conferences across the world. He has a number of papers in international journals of repute like Insurance: Mathematics and Economics and the Journal of Statistical Planning and Inference.

**Prof. B. Raja Shekhar**

*Dean, School of Management Studies  
University of Hyderabad*



Prof. Shekhar is a popular Resource person and has been delivering lectures in several Research Methodology programmes and workshops. He is also the Visiting faculty at many premier national institutes. His areas of interests include Supply Chain Management, Quality Management Service Quality and Scale Development. His works are published in esteemed international Journals of Emerald Insights.

## PROGRAMME OUTLINE

### BASICS OF ACADEMIC RESEARCH

FUNDAMENTAL REALITY OF APPLYING QUANTITATIVE  
AND QUALITATIVE DATA ANALYSIS TECHNIQUES

ISSUES RELATED TO  
SURVEY METHODS  
AND  
SAMPLING DESIGNS

CASE BASED DISCUSSIONS

ART OF WRITING  
LITERATURE REVIEW

STRUCTURE OF RESEARCH PROPOSAL

APPLICATION OF STATISTICAL TOOLS

RESEARCH PAPER WRITING

## VALEDICTORY

24 March 2018  
2.30 pm to 4.00 pm

Venue  
Library Seminar Hall

Welcome Address	:	Dr. Anu Chandran R.C Assistant Professor, DTS
Summary of the Workshop	:	Prof. Y Venkata Rao Head & Colloquium Convener
Presidential Address	:	Dr. G Anjaneya Swamy Dean, School of Management
Chief Guest	:	Dr. Stephen Pratt School of Hotel & Tourism Management The Hong Kong Polytechnic University

### Certificate Distribution

Vote of Thanks	:	Dr. R. Rajesh Colloquium Co - ordinator
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### ORGANISING COMMITTEE

Patron	:	Prof. Gurmeet Singh Vice - Chancellor, Pondichery University
Chairman	:	Dr. G Anjaneya Swamy Dean, School of Management
Colloquium Convener	:	Prof. Y Venkata Rao Head - DTS
Colloquium Co - Convener	:	Dr. Anu Chandran R.C Assistant Professor - DTS
Executive Members	:	Dr. Sibi P.S Dr. Sherry Abraham Mr. M Siva Dr. R Rajesh
Scholar Co-ordinators	:	Vaishnavi Ramanujam Atul Kumar Sharma Abinash Kumar Jha