

## Report on Managing References & Citations with Mendeley

<b>Date</b>	26 <sup>th</sup> October 2023
<b>Time:</b>	3:00 pm to 04:15 pm
<b>Venue:</b>	Lecture Hall 301 , CMS Business School
<b>Section/Cohort:</b>	Marketing Students ( Marketing Area)
<b>Batch:</b>	2022-24
<b>Semester:</b>	3 <sup>rd</sup> Semester
<b>Guest/Speaker Name:</b>	Dr. Raja Sankaran
<b>Guest/Speaker Designation</b>	Associate Professor CMS Business School
<b>Guest/Speaker Contact No &amp; Email Id:</b>	dr.raja_sankaran@cms.ac.in
<b>Guest/Speaker Company/ Institute Name:</b>	+918073697345
<b>Faculty Coordinators Name:</b>	NA
<b>Topic:</b>	Managing References & Citations with Mendeley
<b>Moderator (if any)</b>	NA
<b>No. of Attendees</b>	24
<b>Feedback:</b>	Yes
<b>Brochure: (if any)</b>	Yes
<b>Budget of the Program (if any):</b>	Yes
<b>Revenue Collected: (if any)</b>	NA

### 1. Introduction:

Mendeley is a comprehensive reference management software that empowers researchers and writers to streamline the often complex task of collecting, organizing, and citing references in their scholarly work. Whether you are a student, a scientist, a writer, or a professional, Mendeley can become an invaluable companion on your academic journey. This session on "Managing References & Citations

with Mendeley" is designed to introduce you to the key features and functionalities of Mendeley, helping you make the most of this powerful tool.

**2. Venue (Outside/Inside the campus):** Inside the campus

**3. Program Objectives:**

- Importance of referencing & APA referencing style
- How to populate Mendeley Library
- How to insert citations and bibliography in Word

**4. Relevance to PO, Relevance to PEO and PSOs**

PO	Program Objective (PO)
PO1	Apply knowledge of management theories and practices to address and resolve business challenges
PO2	Demonstrate analytical and critical thinking abilities for information-based decision making
PO3	Analyse global, economic, legal and ethical aspects of business
PO4	Apply trans-disciplinary tools and techniques towards effective problem solving
PO5	Assist others and self in accomplishing organizational objectives and contribute effectively to a collaborative team setting.
PO6	Exhibit an entrepreneurial mind-set for the establishment of sustainable businesses and societies.
PO7	Exemplify value-based leadership for excellence

**5. Activity Overview:**

During this interactive session, Dr. Raja Sankaran embarked on a comprehensive journey to master the art of managing references and citations using Mendeley. The session commenced with an introduction to Mendeley, offering participants a fundamental understanding of its role in academic research and writing. Subsequently, participants delve into a series of hands-on activities that will empower participants to become proficient Mendeley users. The session also covered the art of staying updated with the latest research through Mendeley's alert and syncing features. Participants will learn to set up research alerts and seamlessly sync their Mendeley library across devices, ensuring they remain current in their respective fields.

**6. Guest/Speakers' Profile:** Dr. Raja Sankaran

- PhD IIM-Ranchi, Associate Professor at CMS Business School
- Earlier a Assoc. Professor at ISME, Bengaluru and Alliance University
- 32+ years of industry experience and teaching experience

- Held management positions with MNCs in service delivery roles  
In CSC, was posted in the UK in the role of Account Lead & General Manager. Implemented 3 six-sigma projects resulting in account savings and improved service delivery for National Grid, UK account. In NIIT, conducted 100+ corporate training in Enterprise Management at 30+ countries worldwide (USA, Asia Pacific, African countries), and was posted in Australia. Conducted trainings at Microsoft, Dallas (USA) and Seoul, South Korea.
- Dr. Raja is a member of American Psychological Association (APA), U.S.A.
- Published research papers in ABDC journals, International Journal of Bank Marketing (IJBM), Marketing Intelligence & Planning (MIP), Emerald and IIM KSM.
- Research interests: are in the area of mobile technology, Consumer Behavior, Service Marketing, Brand Equity, Qualitative Techniques (Means-End Chain, Laddering), Quantitative Techniques (SEM), SLR, meta-analysis and Cryptocurrency. Ardent traveller undertaking treks in the Himalayas, self-driving trips discovering various places across India (Leh)

#### **7. Summary and Key Learnings of the session:**

The "Managing References & Citations with Mendeley" session provided participants with a comprehensive introduction to Mendeley, a powerful reference management tool widely used in academia and research. The session was designed to equip participants with essential skills for efficiently managing references, creating citations, and collaborating with peers. Through a series of hands-on activities, participants gained practical experience and knowledge of Mendeley's core functionalities.

- **Introduction to Mendeley:** Participants started by gaining a fundamental understanding of Mendeley, its role in academic research, and its significance in maintaining reference integrity.
- **Importing and Organizing References:** Participants learned how to import references from various sources, including online databases and PDFs, and effectively organize these references within their Mendeley library. This skill is invaluable for keeping research materials structured and accessible.
- **Creating Citations and Bibliographies:** The session provided insights into how to generate citations and bibliographies using Mendeley, with a focus on customizing citation styles to meet academic or publication requirements. Accurate citations are essential for scholarly writing.
- **Staying Updated with Research:** The session demonstrated how to set up research alerts and sync features in Mendeley, ensuring participants can stay current with the latest developments in their field. Staying updated is vital for scholarly work.

**8. Participant details:** MBA Students (Marketing Area)

**9. Details of Winners (if applicable):** - NA

**10. Details of the judges (if applicable):** - NA

**11. Attendance records:**

USN Number	Student's Name (will I	Section
22MBAR0499	Mohammed Shamil	CM3
22MBAR0442	Abhaya R Nayak	CM1
22MBAR0565	Sheetanshu Rana	CM2
22MBAR0701	NSP Nikqilan	CHR2
22MBAR0454	Pavithra Nair	CM1
22MBAR0500	Muskan Soudagar	CM1
1	Dr Smita M Gaikwad	faculty
22MBAR0944	Mohammad Suffiyan	CHR2
22MBAR0792	SAINATH P	CM2
22MBAR0548	Vijaylaxmi Banasi	CM2
22MBAR0569	Nandashree	CM2
22MBAR0631	Megha Kumari Sah	CM2
22MBAR0930	SURYA KM	CM1
22MBAR0560	Nilotpai Basak	CM2
22MBAR0575	Airujun S.B	CM2
22MBAR0896	Meghana R	CM3
22MBAR0762	Shyam G	CM1
22MBAR0928	Shruti Chandrashekar	CM3
22MBAR0114	Sivan.S	CM2
22MBAR0288	Karur ragapriya	CM2
22MBAR0517	Jason Chacko Jose	CM1
na	SUPARNA GHOSAL	FACULTY
22MBAR0497	VISHNU SURESH K	CM1
22	Aditya Huddar	CM2

**12. Participants’ Feedback, Feedback Analysis, and Attainment Calculation: Yes**

Questions to Map Pos	Wt Score ▶	5	4	3	2	1	Wt. Score			Max score	%age
	List of Pos & PSOs	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree					
The Workshop helped me to learn new /	PO1 PO7 PSO1PSO2PSO3	19	5	0	0	0	115			120	96%

Improve new skill and competency																			
The workshops objectives were clearly stated and achieved	PO1 PO3 PO4 PO5 PSO2PSO3	19	3	1	0	1	111									120	93%		
The workshops content & coverage was relevant	PO1 PO3 PSO2PSO3	20	2	2	0	0	114									120	95%		
The time was well managed during the workshops	PO1 PO3	20	2	2	0	0	114									120	95%		
The facilitator of the workshop was knowledgeable & resourceful	PO1 PO3	20	2	2	0	0	114									120	95%		

**Workshop**

POs	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Captured By	Total Attainment Score	Level Achieved
PO1	96%	93%	95%	95%	95%						Q1 Q2 Q3 Q4 Q5	95%	3
PO2													
PO3		93%	95%	95%	95%						Q2 Q3 Q4 Q5	94%	3
PO4		93%									Q2	93%	3
PO5		93%									Q2	93%	3
PO6													
PO7	96%										Q1	96%	3
PSO1	96%										Q1	96%	3
PSO2	96%	93%	95%								Q1 Q2 Q3	94%	3
PSO3	96%	93%	95%								Q1 Q2 Q3	94%	3

**13. Proposal for the Event:**

Proposal for Managing References & Citations with Mendeley workshop

Date: 20<sup>th</sup> –October -23

To,

The Director for kind approval,

**Sub:** Managing References & Citations with Mendeley workshop

The intent of "Managing References & Citations with Mendeley" This session aims to enhance our participant's ability to effectively manage references, streamline citation processes, and collaborate more efficiently in our research and writing endeavors ideas.

Respected Director your kind approval is requested for the conduct of the same.

The Dean has recommended this proposal.

Kind Regards,

Faculty Coordinator  
Marketing Are  
Signature

Program Coordinator  
Approval Authority  
Signature

**14. Minutes of Meetings:**

<b>Meeting Title</b>	Managing References & Citations with Mendeley	
<b>Date of Meeting</b>	20 <sup>th</sup> October, 2023	
<b>Meeting Venue</b>	LH 301 (Marketing Lab)	
<b>Meeting Agenda</b>	Managing References & Citations with Mendeley workshop	
<b>In Attendance</b>	Name	Title/Department/Organization

1	Dr. Raja Sankaran	Associate Professor, Marketing
2	Dr. Sangeeta Devanathan	Associate Professor, Marketing
3		
<b>Key Meeting Outcomes</b>		
	<ul style="list-style-type: none"> <li>• To was decided that Dr. Raja Sankaran will be the trainer.</li> <li>• Students from marketing area will the workshop participant's.</li> <li>• Merchandize design approved and numbers were decided</li> </ul>	
<b>Action Plans, if any (along with the First Person Responsible)</b>		
	<ul style="list-style-type: none"> <li>• Sent out invitations to participants, detailing the session's purpose, objectives, and benefits.</li> <li>• Checked with the access to a suitable venue or online platform for the session.</li> </ul>	

**15. Budget: - NA**

**16. Trailing Emails/communications: NA**

16. Any other related details: - Poster of the Event



**Date:** 26<sup>th</sup> October 2023 | **Time:** 03:00 PM - 04:15 PM | **Venue:** Lecture Hall - 301

**Focus Points:**

- Importance of referencing & APA referencing style
- How to populate Mendeley Library?
- How to insert citations and bibliography in Word?

**Participants:**

MBA students (Marketing area) of CMS Business School, JAIN (Deemed-to-be University)

**Pre-requisites:**

- a) All participants to Register for the Mendeley workshop using the Link / Scan QR Code:  
<https://forms.gle/wXU2B7GzLonCTPSc6>
- b) installation of Mendeley (an auto email will be sent when you register for the workshop)



Registration is mandatory and on a first-come-first-serve basis. **Limited Seats - so register early.**

17. Pictures for the Event:





Fig1. Dr. Raja Sankaran (Trainer) handing over Mendeley badges to the participants.



Fig 2: - Student participants from marketing area during the session.



Fig 3:- Badges for the event.