

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Mohammad Mominul Islam

PhD, Universiti Brunei Darussalam

School of Business and Economics (AACSB Accredited)

MSc in Business and Economics (Sweden),

44 publications; **18** SCOPUS, **9** ABDC indexed with **247** Google Scholar and **79** SCOPUS citations

Reviewer: Elsevier, Emerald, Inderscience, and TU Dublin

Topic: Writing a research paper for the early academics

Presentation Outline

1. Academic Leadership and Research Alignment with Sustainable Development Goal (SDG)
2. Overview of PhD, Research paper, Conference paper, and Book chapter
3. The Research Process or Methodology
4. Academic Writing
5. Qualitative Data Analysis with Atlas.ti

Why, what, and how to research and to present

First Considerations

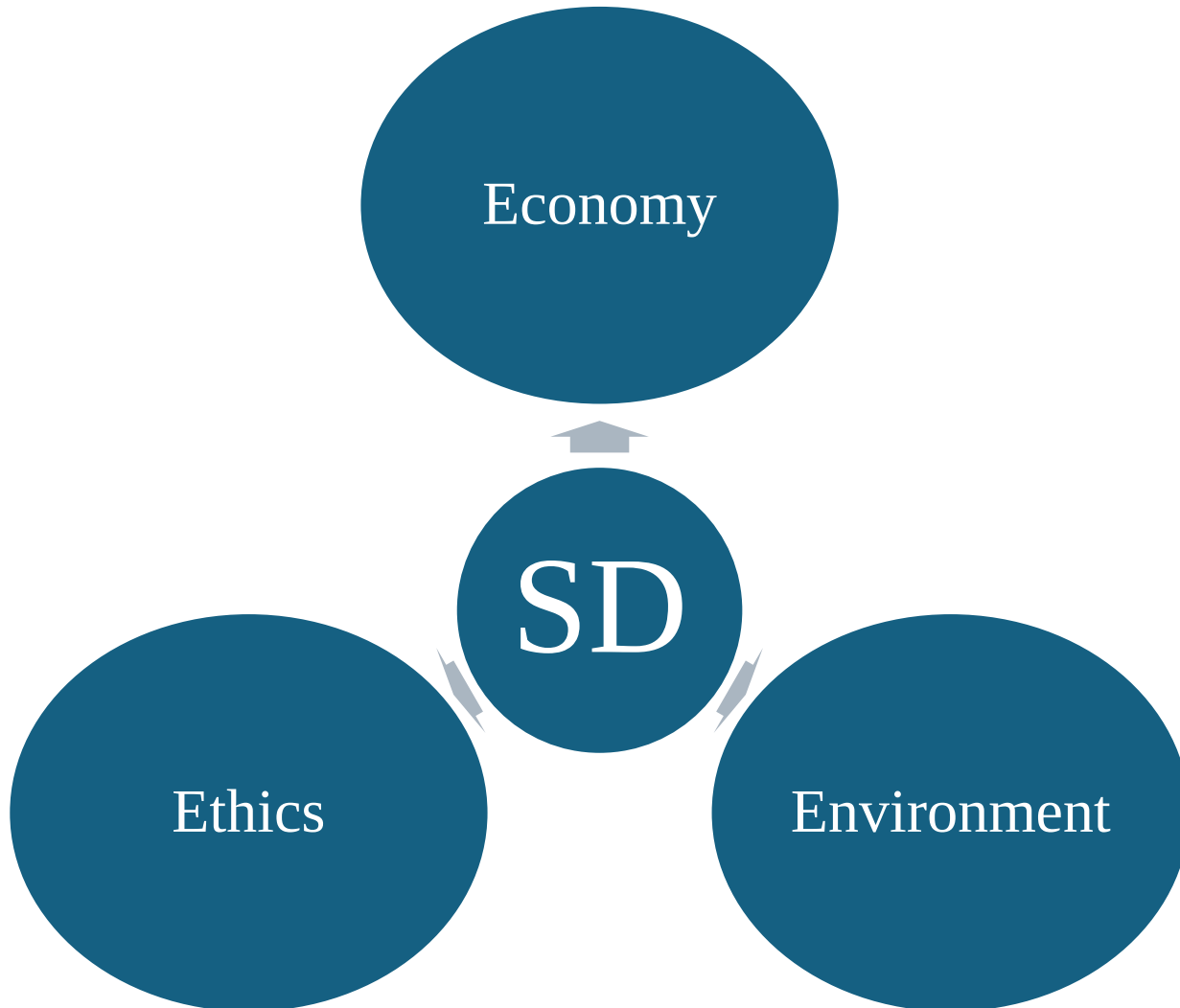
- Interest: Link with your strengths and weakness
- Motivation: Intrinsic and extrinsic
- Inputs: Language and Literature

Second Considerations

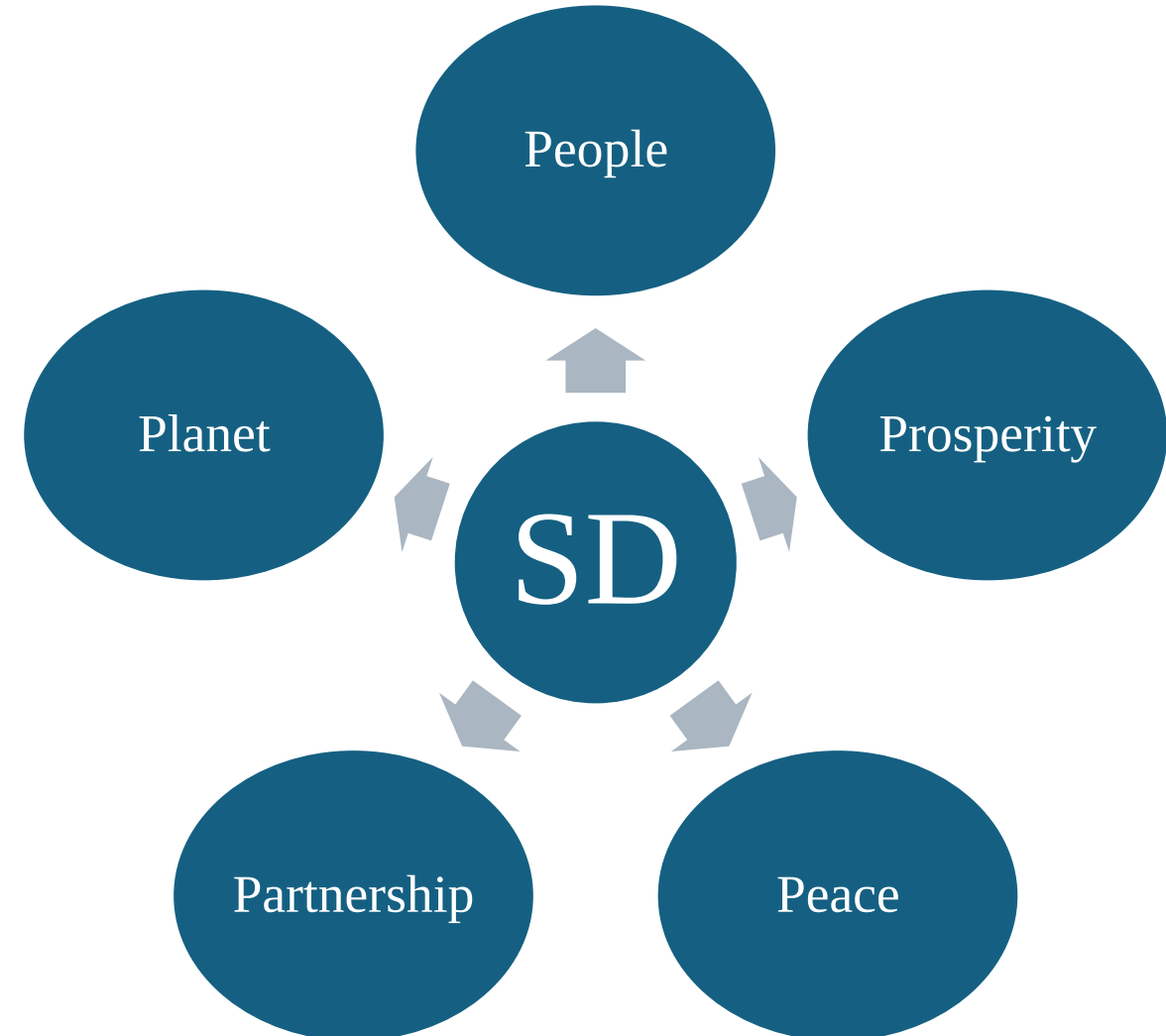
- Productivity: Quality and Quantity
- Presentation: Verbal and oral
- Promotion: Synergy and citations

Aligning Sustainable Development (SD) Goal

Past



Present



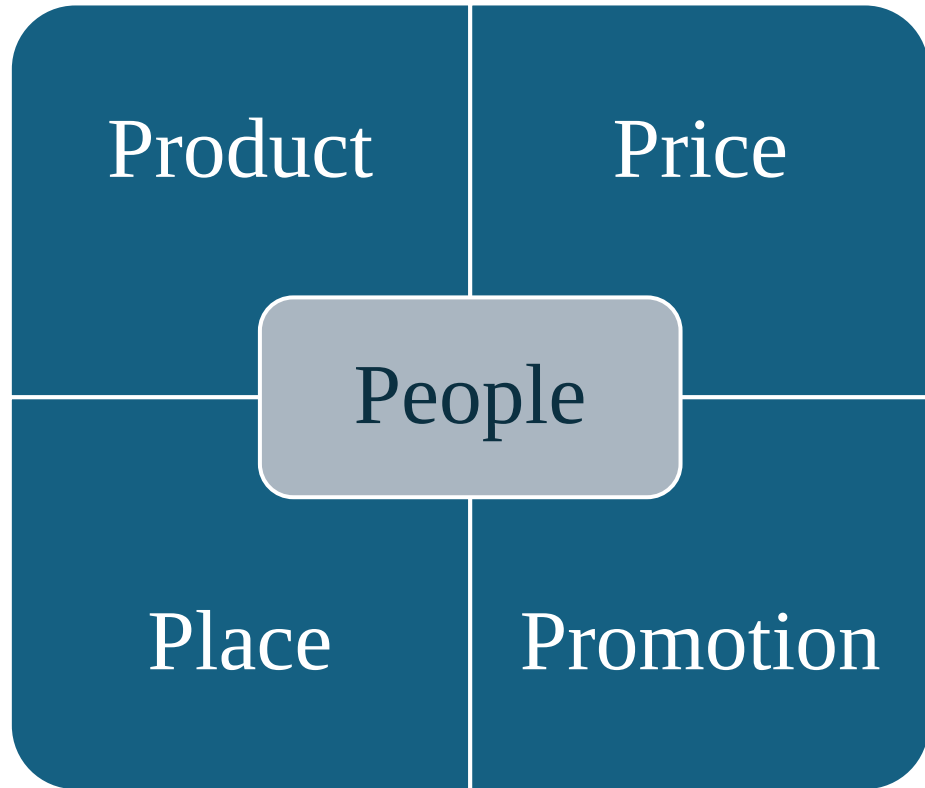
Sustainable Development Goals



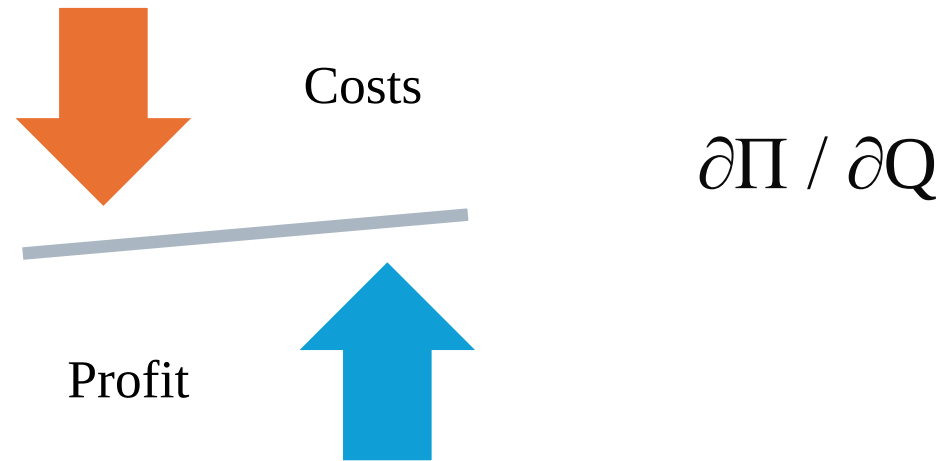
Paragraph 28 reads: “We (Countries) **commit to making *fundamental changes* in the way that our societies produce and consume goods and services. Governments, international organizations, the business sector, and other non-state actors and individuals must contribute to **changing unsustainable consumption and production patterns...**” (UN, 2023).**

Goal n. **12**: Responsible Consumption and Production

Conventional Marketing Mix



4 Ps: product, price, place, and promotion (McCarthy, 1964), expanding to the 7 Ps by adding people, processes, and physical evidence (Booms and Bitner, 1981).



How can Conventional Marketing Be Made Responsible for SDG 12?

- The **WHO report “ Tobacco: Poisoning our Planet”** highlights that Every year the tobacco industry costs the world more than 8 million human lives, 600 million trees, 200 000 hectares of land, 22 billion tonnes of water and 84 million tonnes of CO2 (WHO, 2022).



Source: <https://www.who.int/news/item/31-05-2022->



<https://www.bing.com/images/search?q=image>

How can Conventional Marketing Be Made Responsible for SDG 12?

- Worldwide, around 2.6 million deaths were caused by alcohol consumption in 2019, 1.6 million deaths were from noncommunicable diseases, 700 000 deaths from injuries, and 300 000 deaths from communicable diseases (WHO, 2024).

Heliyon

Volume 10, Issue 10, 30 May 2024, e30938

Review article

Three decades of research on wine marketing



Emerald Insight

<https://www.emerald.com> › insight › publication › issn

International Journal of Wine Marketing - Emerald Insight



Emerald Publishing

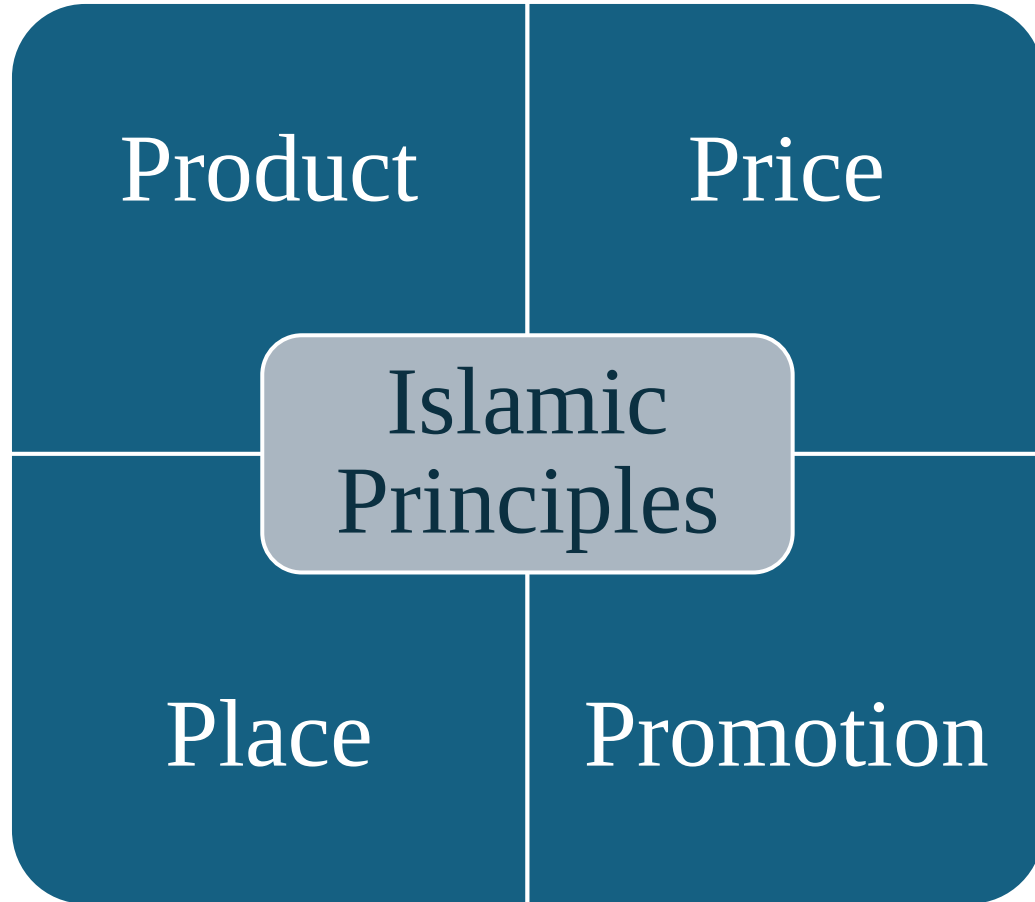
<https://www.emeraldgrouppublishing.com> › journal › ijwbr

International Journal of Wine Business Research

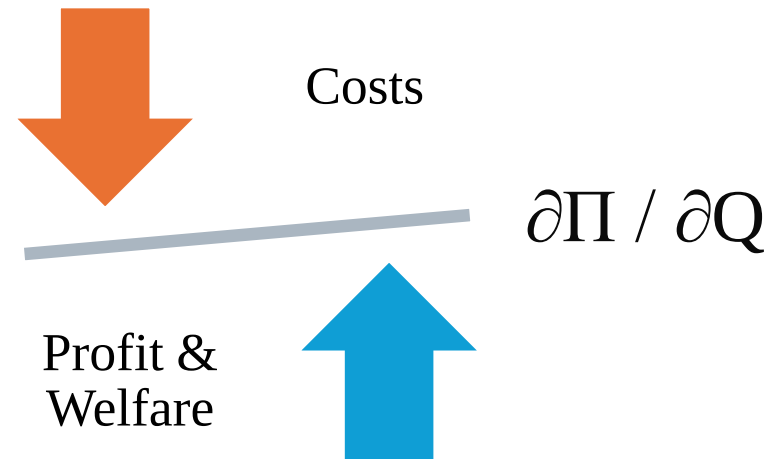


<https://www.who.int/news-room/fact-sheets/detail/alcohol>

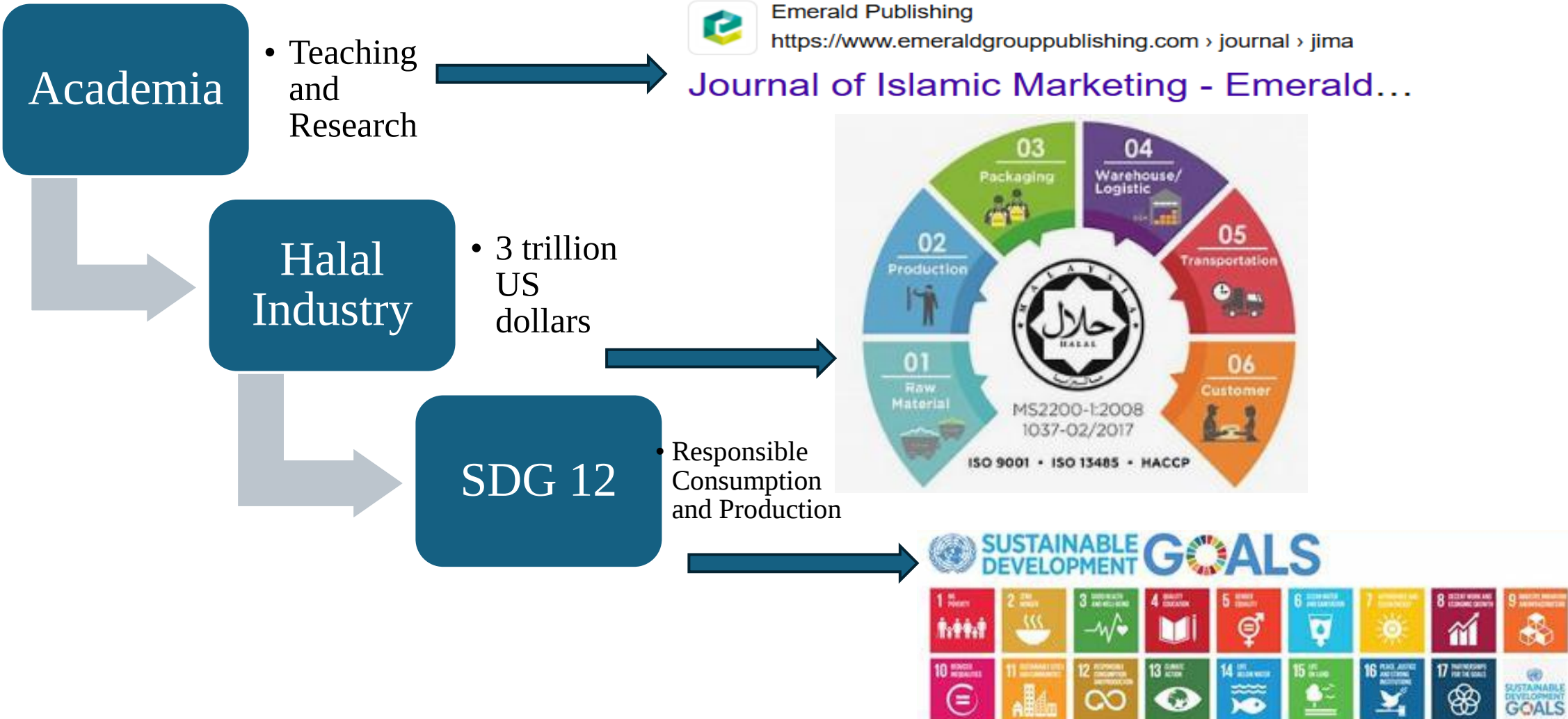
Islamic/Halal Marketing Mix



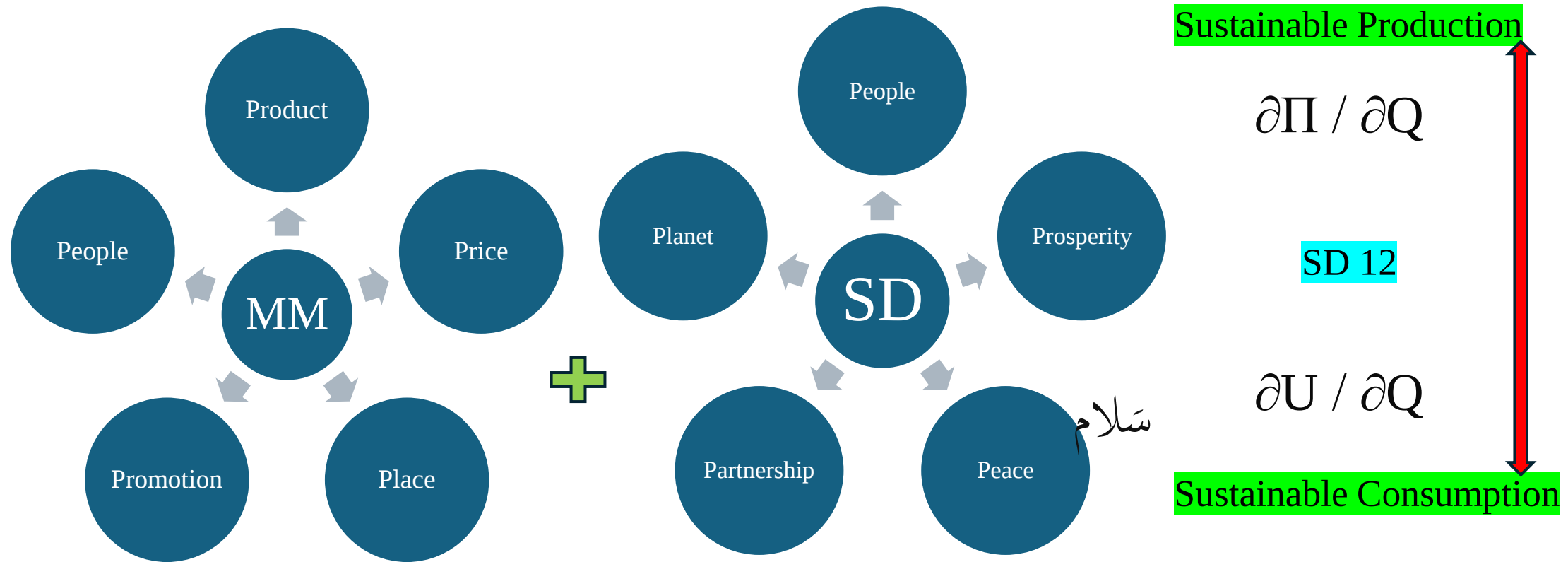
Marketing mix according to Islamic Principles (Islam, 2018; 2021;2022;2023; Islam *et al.*,2024a,b; Islam and Hasan, 2024).



How can Islamic Marketing Be Made Responsible for SDG 12?



Marketing Mix (MM), **People**, and **Principles** for Sustainable Development (SD)



End of this section

Overview of PhD, Paper, Conference, and Book chapter

Doctor of Philosophy

- Master of Philosophy
- Research masters
- Course work
- Thesis
- Conference
- Publications

Paper

- Predatory Journal
- Non-indexed Journal
- Indexed Journal (ABDC, Q1-Q4, SCOPUS, Web of Science, and others)

Overview of PhD, Paper, Conference, and Book chapter

Conference

- Presentation
- Feedback to improve
- Conference proceedings
- Publications to Journals
- Networking

Book Chapter

- Edited by experts
- Single or co-author
- SCOPUS Indexed or Not

End of this section

Research Process

1. Introduction

Situation/Background

1.1. Research Problem -Managerial/Practical

-Scholarly/Academic

-Mixed the problem or only scholarly problem

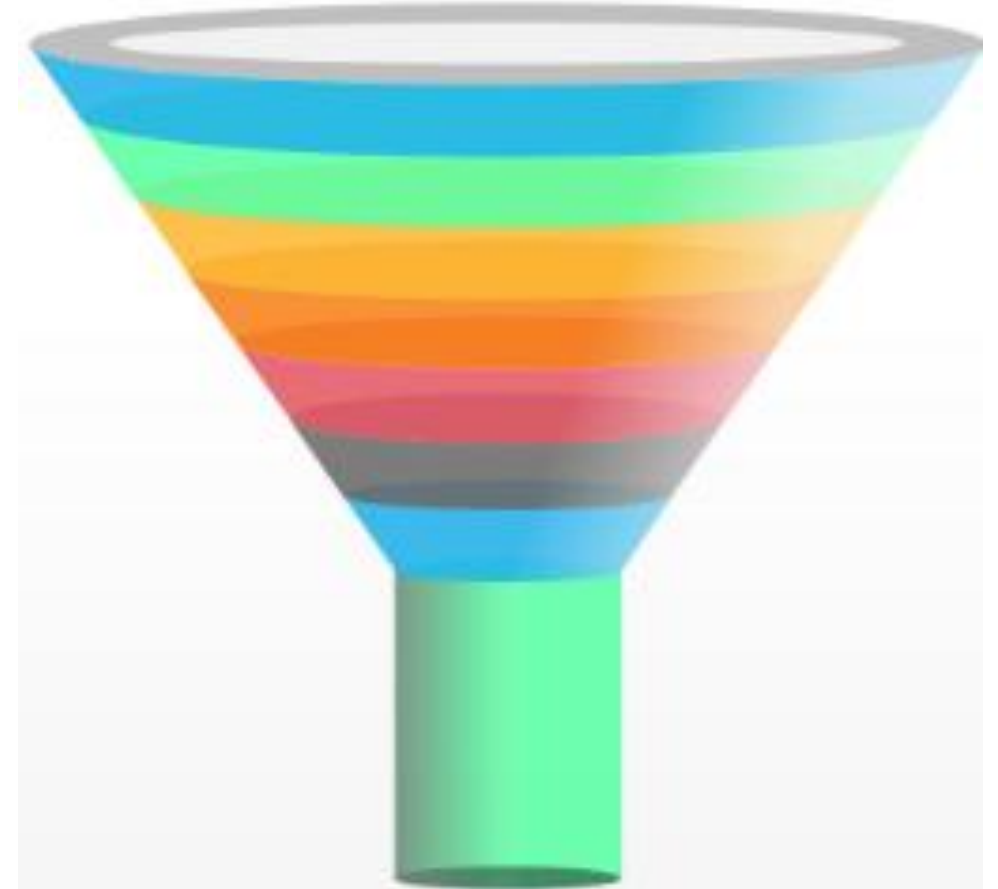
1.2. Aim and objectives

1.3. Research questions

Research Process

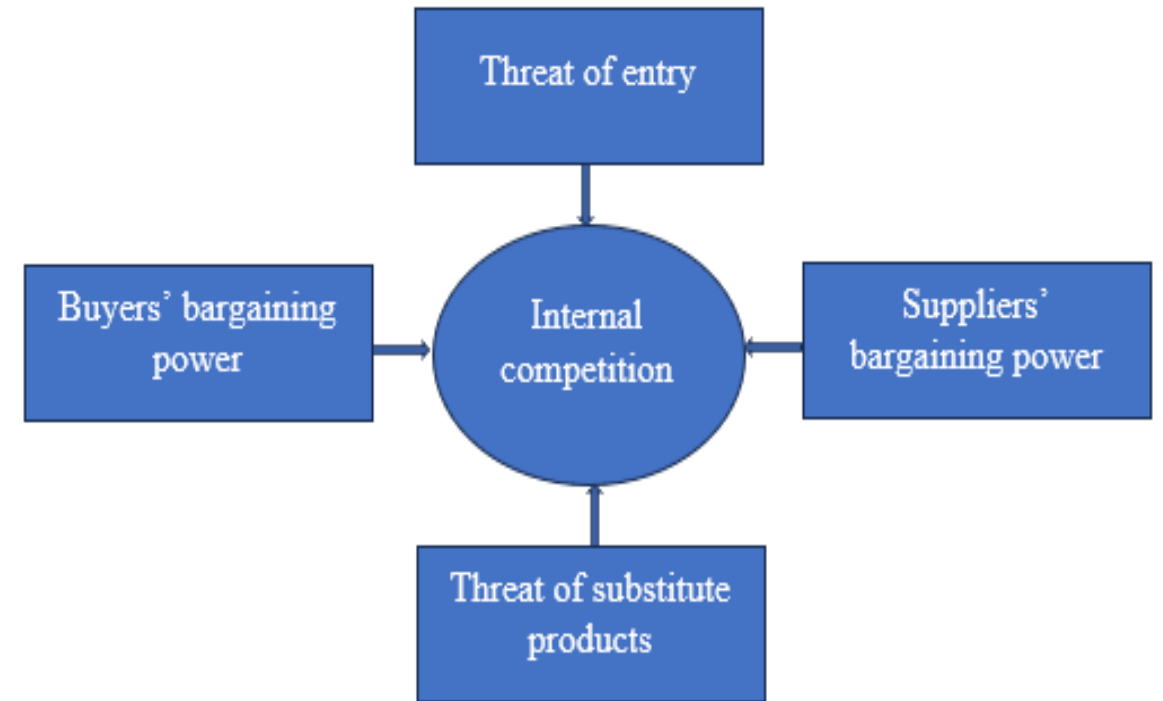
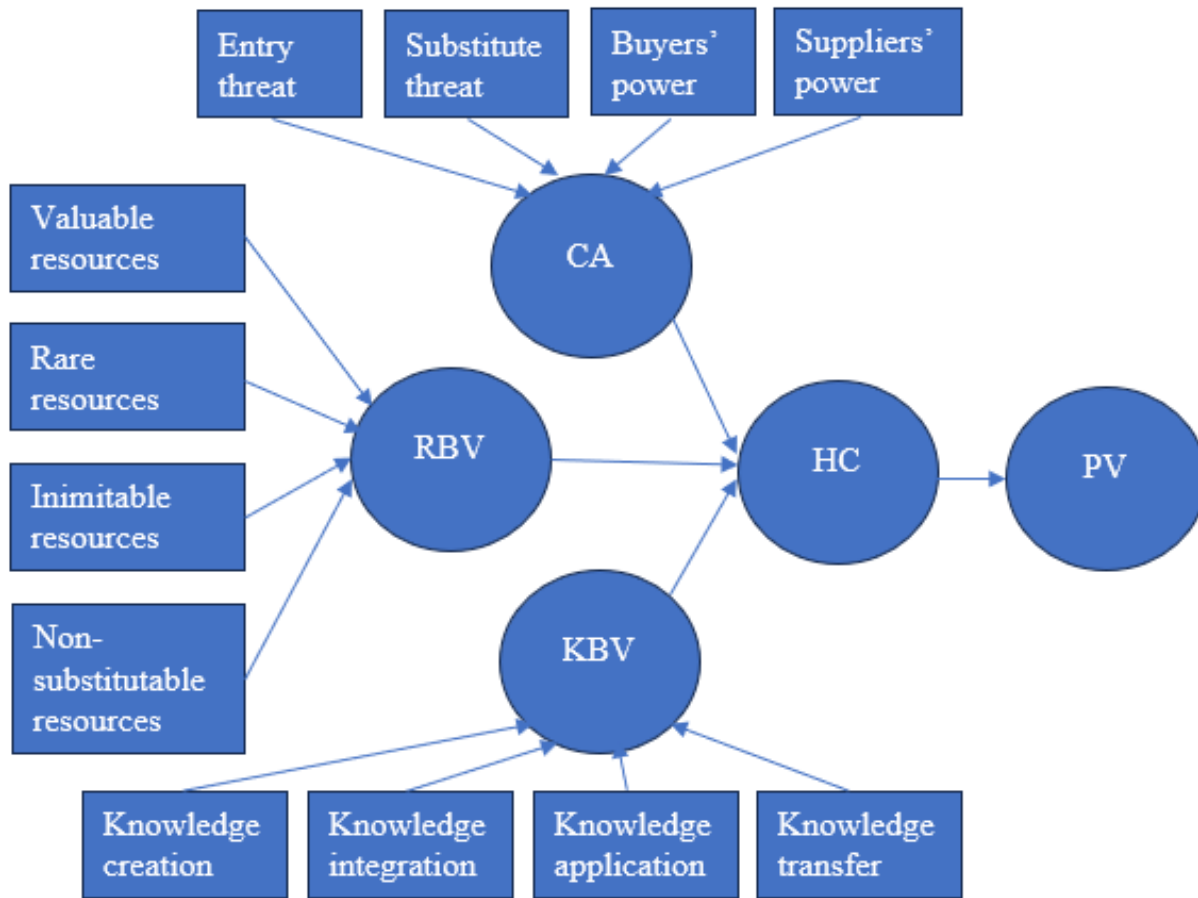
2. Literature Review

- Systematic
- Critical
- ✓ Pinpoint research gaps, aim, objectives, and research questions
- ✓ Narrow down the research issue by showcasing the bottom of the funnel
- ✓ Use updated and indexed literature as garbage in garbage out



Literature review

- Theoretical Foundation/Conceptual Framework
- Adopted or Adapted
- Operationalize data collection tools, steer aim, objectives, and research questions



Competitive advantage (Porter, 1985, 2008)

3. Methodology/Method

3.1. Approach

3.1.1. Quantitative: Survey method with different variables to quantify results.

3.1.2. Qualitative: Different methods to gain in-depth insight into a topic.

Mixed methods: Combination of Qualitative and quantitative methods.

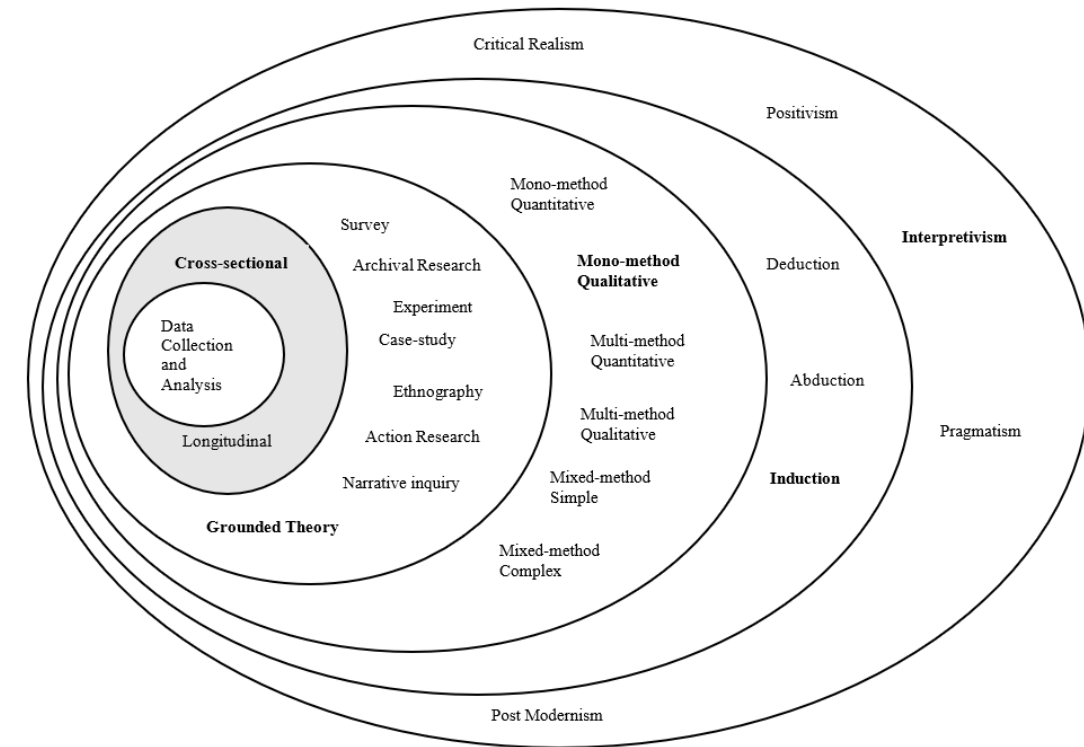
3.1.3. Experimental: Lab/Field/Subject with different variables to measure cause and effect.

- Variables: Dependent, independent, moderating, and mediating variables.
- If the variables are abstract ideas, subjective, or numerals, the research approach will vary.
- Methodology will outline the relationship between variables.

3. Methodology/Method

3.1.3. Qualitative

- **Systematic Literature Review (SLR):** To pinpoint in-depth insights of a particular topic.
 - PRISMA or Preferred Reporting Items for Systematic Reviews and Meta-Analyses (Page et al., 2020).
- **Focus Group Discussion (FGD):** Focusing individual groups with a topic led by the researcher.
- **Interview**
 - Structured interview with fixed questions.
 - Semi-structured interview with flexibility.
- **Ethnography:** Know people by staying close and using a storytelling approach.
 - Nethnography denotes the part of ethnography about people's comments online.
- **Observation:** Observing people consciously and unconsciously



Saunders et al., (2019)

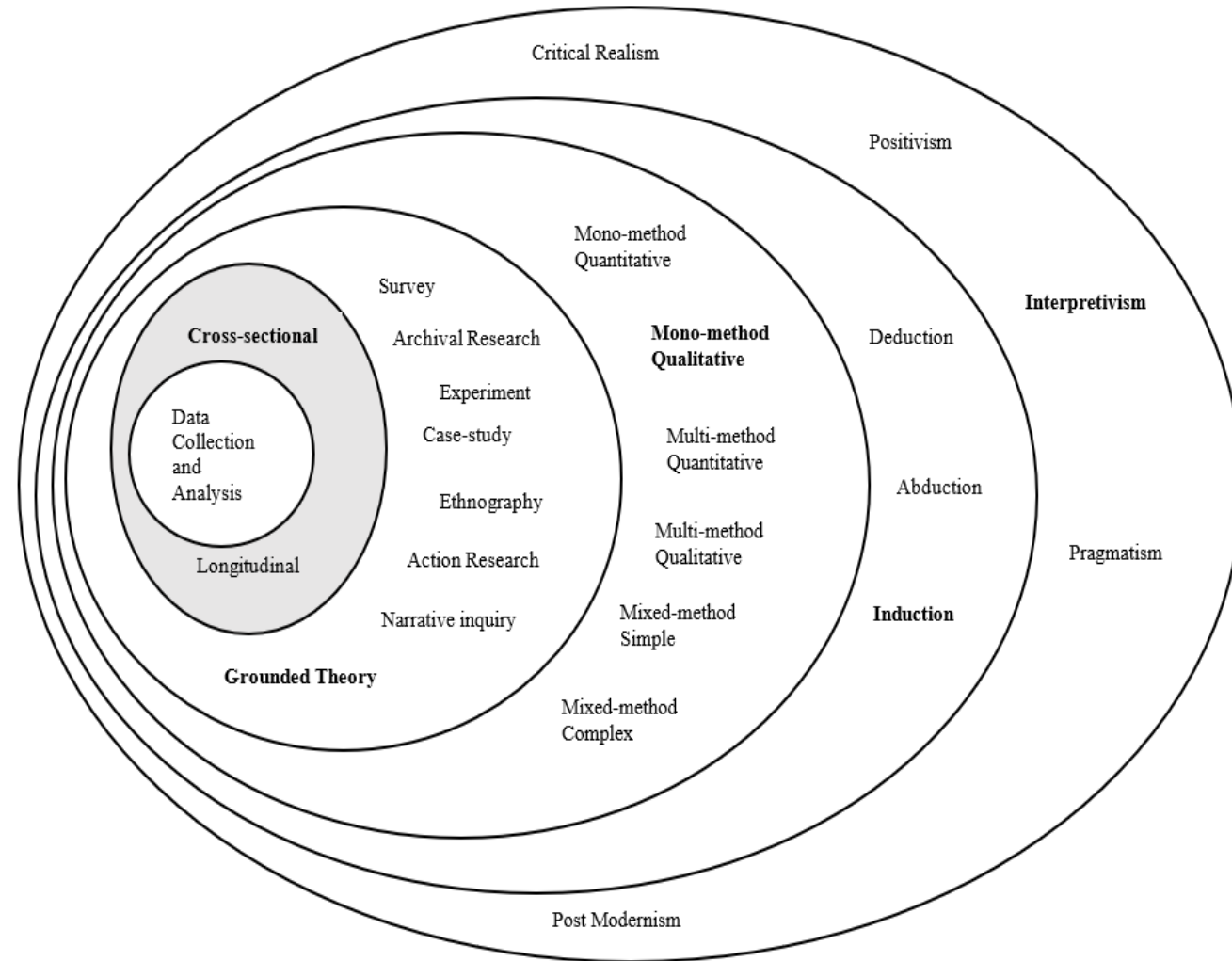
3. Methodology/Method

3.2. Philosophy

3.2.1. Epistemology: The theory of knowledge to overcome knowledge limitations for knowledge creation.

3.2.2. Ontology: Dealing with the nature of being.

3.2.3. Axiology: Dealing with value and valuation, and of the kinds of things that are valuable.



Saunders et al., (2019)

3. Methodology/Method

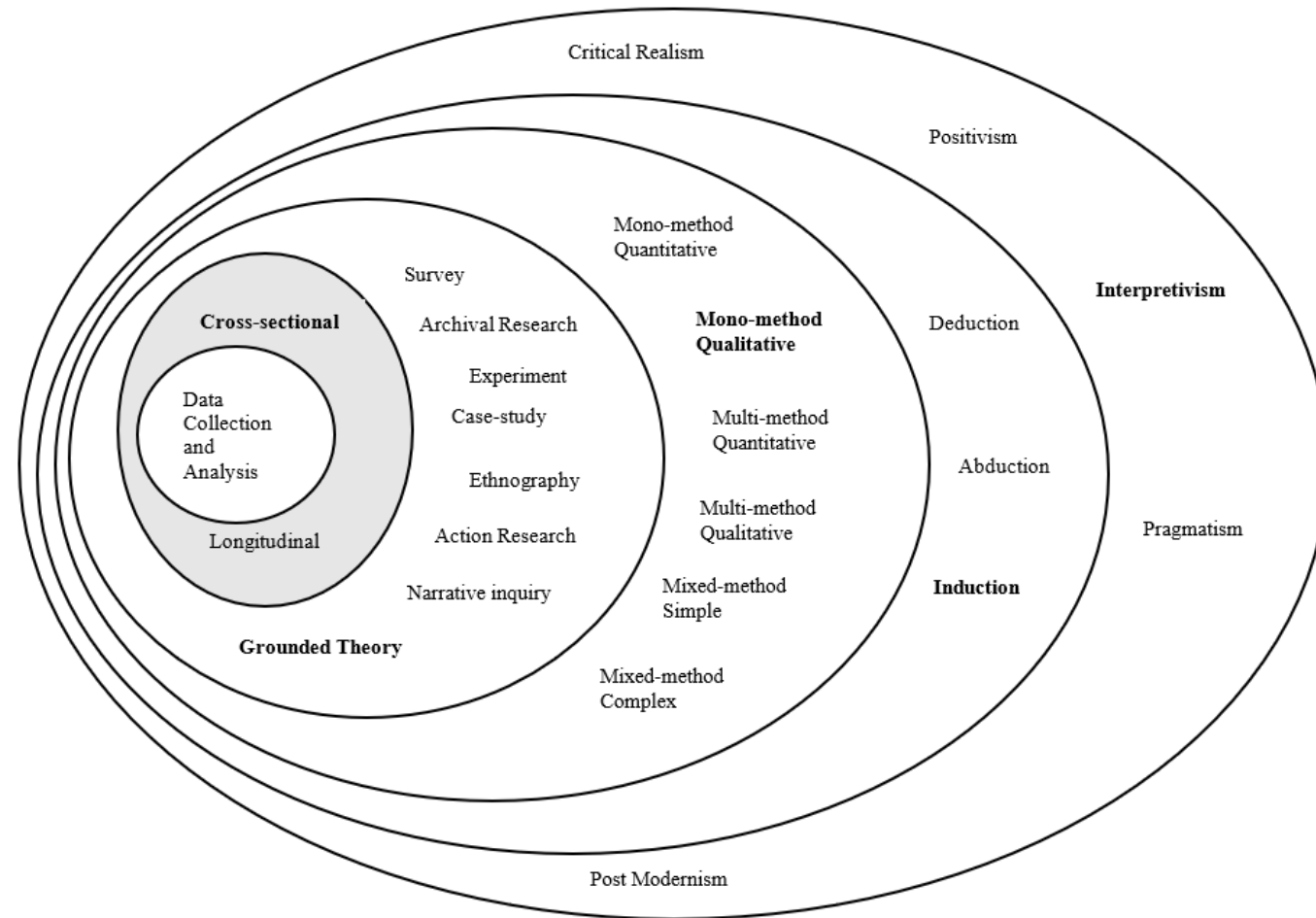
3.3. Data collection

3.3.1. Primary data to be collected.

3.3.2. Secondary data remain available from the relevant literature.

3.3.3 Data collection tools include questionnaires, interviews, observation, and others.

3.4. Data analysis: Different software per research, **Be smart in inferring the findings.**



Saunders et al., (2019)

3. Methodology/Method

3.4. Sampling method

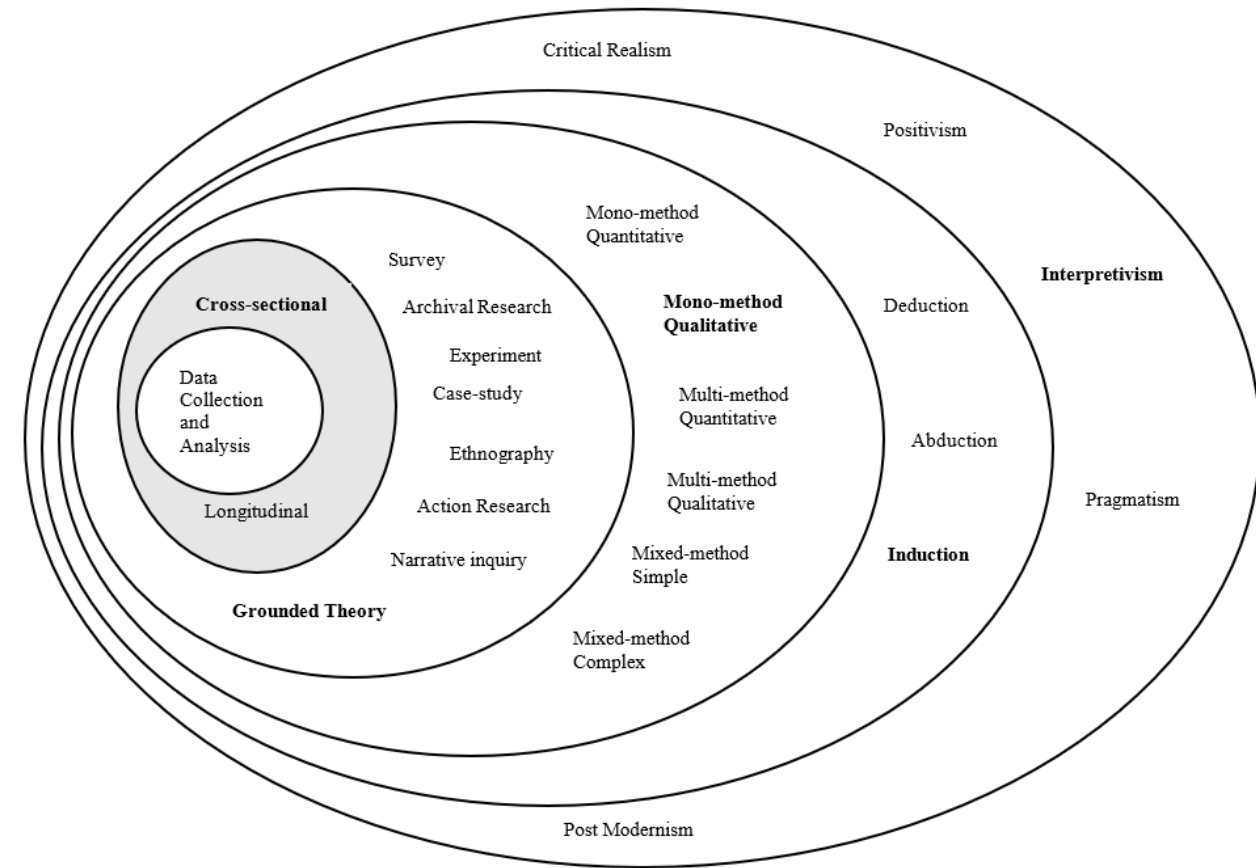
3.4.1 Probability sampling:

Random, Systemic, stratified, cluster

3.4.2. Non-Probability sampling:

Purposive, convenient, judgmental, snowball

Be familiar with the **population**, **universe**, **sample**, **sample frame**, **census**, **subject**, **object**, **validity**, **reliability**, and **bias** of your research.



Saunders et al., (2019)

4. Results/Findings

Quantitative research

- Infer the Number: Coefficient of correlation, regression, validity and reliability, model fitness, normality, hypothesizes and others.
- Specific to Research Questions

Qualitative research

- Visualization: Content, concept, network, code-occurrence, thematic, and customized figures with meaningful colors.
- Specific to Research Questions

5. Analysis and Discussion

- Mention literature to support your findings

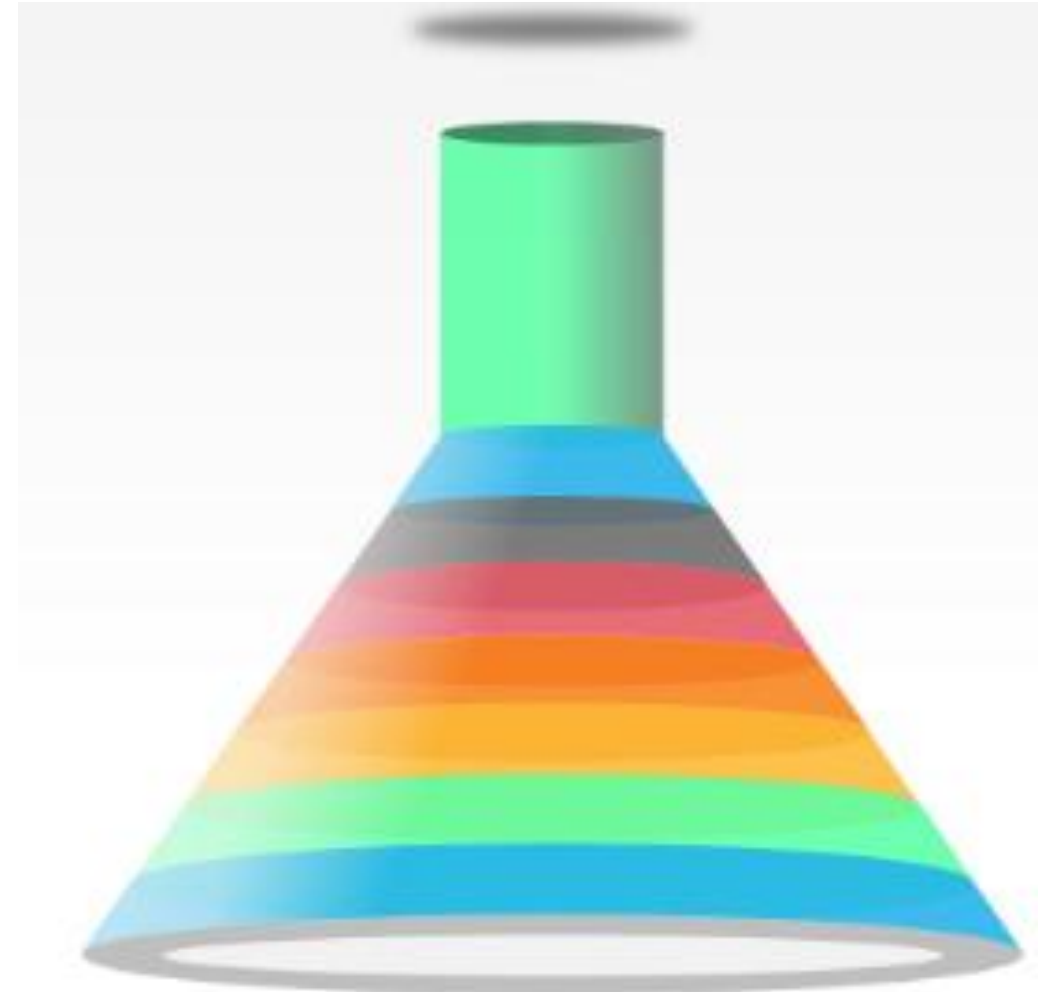
This study extends the lenses of RBV. Previous studies (Gueler and Schneider, 2021) fostered the extension outlining the knowledge (Gueler and Schneider, 2021).

- Mention literature that opposes your findings

However, Huang et al., (2023) and Maretno et al., (2022) criticized the extensions due to the information overload (Chen et al., 2018; Chahal et al., 2020).

6. Conclusion and Recommendations

- Reintroduce the research problem, aim, objectives, and **key findings**.
- Outline limitations and future research directions.



End of this section

Academic Writing

STRUCTURE

- **S**traight
- **T**idy
- **R**egularity
- **U**nique
- **C**orrection
- **T**echnology
- **U**date
- **R**eorganize
- **E**ngagement

POWER

- **P**lanning
- **O**rganizing
- **W**riting
- **E**valuating
- **R**evising

Academic Writing

STRUCTURE

- Adhere to the author's guidelines
- Specific format with structure
- Develop the structure



POWER

- Appropriate tense
- Active voice focus
- Building block
- Strong verb
- Reader focus
- Inclusiveness, NO personal pronoun
- Proper flow

Compare the Sample Paragraphs

First draft

- Writing is very important for research, and English is important for that. Without English, writing is not possible. More practice is needed to write. We must continue writing to improve ourselves. We need to spare time, effort, and patience for writing. The publishers will not publish the research if the writing is poor. So, researchers should embrace writing habits regular basis so that the research outputs are easily published.

Second draft

- Research signifies English writing through diverse lenses. An author must write in English for a broader readership to convince the editors. Nonetheless, the English language remains a major concern for a writer, and considerable time, effort, patience, and practice need to be deployed for publications. Good publishers reject papers at the initial stage if the academic writing showcases a poor standard. Therefore, research requires effective academic writing.

Compare the Sample Paragraphs

The fourth one after self consideration

- Research entails writing from diverse perspectives. Authors must write in English to reach a broader readership and persuade editors. Nevertheless, mastery of the English language remains a significant challenge for many writers, requiring substantial time, effort, patience, and practice to achieve the desired publication. Renowned publishers often reject papers if the academic writing fails to meet high standards. Thus, effective academic writing remains crucial to a successful research paper.

The third one after ChatGPT and Grammarly

- Research signifies writing through diverse lenses. An author must write in English for a broader readership to convince the editors. However, the English language remains a major concern for a writer, and considerable time, effort, patience, and practice need to be deployed for publications. Good publishers reject papers at the initial stage if the academic writing showcases poor standards. Therefore, research requires effective academic writing.

I rejected this paper

Mapping Between Halal Standards Certifications and Marketing Performance: the mediating role of Operational Performance.

Abstract:

Objective: to examine the impact of Halal-certification on marketing performance and the mediating effect of operational performance.

Methodology: cross-sectional quasi research method using surveyed questionnaire among Palestinian halal certified food firms, the analysis was done using the PLS-SEM techniques.

Findings: Halal certifications positively influence both marketing and operational performance, while operational performance moderately mediate the effect between halal certification and marketing performance.

Future Research: future research could include longitudinal study design, case study analysis. and additional studies with regards to Halal awareness among different Palestinian communities could enrich the field of Halal studies in Middle east.

Originality: this study is unique as it tackle new field of research that are dominated by east asia region (mainly Malaysia and Indonesia) and it also enrich the field of quality and food safety practices and its impact on performance general literature. finally, this study utilized the Resources Bases View Theory and Dynamic Capability Theory in Developing Countries.

I rejected this paper

Increased interests in Total quality management like ISO 22000 food safety certification and Halal certification is noticed globally, (Tieman, 2011; Giyanti et al., 2021; Hewege & Perera, 2020; Lever & Miele, 2012). The studies showed that the consumption of Halal food and beverage would reach \$ 3.5 Bn by 2027/2028 (Thomson Reuters and Dinar Standard, 2019; Cooper, 2017). The literature revealed that both Muslim and non-Muslim consumers positively preserve Halal food certified products (Aziz & Chok, 2013; Binti et al., 2014; Golnaz et al., 2010; Mathew et al., 2014; Wibowo & Ahmad, 2016; Teiman, 2011).

Regardless of the adherence to Islamic regulation which is regarded as one of the main drivers for Halal products consumption, the food safety issue and requirements within Halal certificate is considered as one of the main drivers specially for non-muslim consumers (Billah et al., 2020; Mahdzar et al., 2021).

The Halal literature can be grouped into two main group. The first group focused on Halal certification key success factors and drivers, (Ab Talib et al., 2015, 2017; Ab Talib, Siti, et al., 2016; Din & Daoud, 2014; Giyanti et al., 2021; Othman et al., 2016; Shariff & Lah, 2014; Soltanian et al., 2016). While, the second group focused on linking Halal certifications with performance, (Ab Talib et al., 2017; Mustun, 2021; Salindal, 2019; Zailani et al., 2015, 2020; Tieman, 2011)).

The current study is focused on both key success factor for Halal implementation and its linkage with marketing as well as operational performance (non-financial performance) in the Palestinian context by adopting the general framework of quality management key success factors and its influence on non-financial and financial performance, (Al-Ghanim, 2003; Kafetzopoulos and Gotzamani, 2014). Giyanti et al. (2021), attempted to fill this gap in the literature by examining the relationship between Halal certification and non-financial performance in middle east context.

Write a paragraph on effectiveness of the workshop

Points to remember

- Mention the Title of the workshop
- Use Active voice
- Show coherence and cohesiveness
- Outline effectiveness and criticism(s)

Tasks to be accomplished

- Grouping the data
 - Coding
 - Analyzing the data with Atlas.ti
- 2025 in sha Allah.

References

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- WHO (2024), “Alcohol”, Available at: <https://www.who.int/news-room/fact-sheets/detail/alcohol> Accessed December 30, 2024.

Thank you for your patience and hearing.
I will be happy to answer your queries.