

## OBJECTIVES AND AIMS

The complex business environment of today marked by tough challenges and greater opportunities has rendered managerial decision making process more difficult than ever before. Research Methodology is an important tool for making the complex decision situations transparent for decision making. Experience has shown that only a solid training will lead to successful implementation of research methods in decision making process. The workshop is designed for people seeking to develop their knowledge and ability to undertake rigorous and relevant research in management and organizational contexts and to enhance their performance as reflective practitioners. The program will guide and equip the participants to design and implement simple research projects on their own, and also enable them to carry out a clear brief and actionable research work, when there is a need to solve complex business problems in day-to-day management activities. The participants will be given a research topic. The subject areas include all functional areas of management. The participants will develop the skills to frame the research design, identify sampling techniques and comprehend the role and relevance of tools for data collection and analysis. Research papers developed during the workshop will be published in ISBN Book by renowned publisher.

The workshop aims to develop a deep understanding of the basic principles of research methods that will include the formulation of research problems and the evaluation of alternative approaches to research; Develop competence in the application of analytical tools for research in business and management ; Develop the skills of formulating a research problem and complete Ph.D., thesis on the same. Develop capabilities for writing the research paper in a way consistent with professional practice and ethical principles.

## PEDAGOGY

The content delivery will have a mix of lectures, demonstration, interactive sessions and hand on training on the latest software for analysis of data with live exercises. Although personal computers will be made available to each participant during the workshop time, the participant are advised to carry their laptops along for individual practice. Study material will be provided in soft copy.

## WHO SHOULD ATTEND ?

The participants of the programs could be the faculty members, project leaders, business analysts, research scholars who have an inclination towards research. Managers in charge of strategic planning, equity research, portfolio research, stock market can also participate

### RESOURCE PERSON

**Dr. S.S. Bhakar**

Director

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## REGISTRATION DETAILS

CATEGORY	NON RESIDENTIAL
Faculty/Corporate/Executive	Rs. 3500*
Research Scholars	Rs. 2500
MBA Student	Rs. 1500

Advance booking for accommodation will be arranged on request. The charges of different Hotel/ guest houses will be informed after obtaining the confirmation.

Registration fee can be paid online in the Account No: 0328002100028783, Bank- PNB ,IFSC No: PUNB0032800, Bank Code: 024, Branch Code: 032800, MICR Code: 474024006 or payable by DD drawn in favor of "Prestige Institute of Management, Gwalior" Payable at Gwalior. Paytm can also be done on 7987528957 [paytm](#)

\*Group discount can be availed up to 31<sup>st</sup> July 2019. Discount will be 10% for 2 Delegates, 15% for 3 Delegates, 20% for 4 or more Delegates

## PROGRAMME SCHEDULE

### Day 1 (Wednesday, August 21, 2019)

09:00 AM - 10:00 AM	Fellowship
10:00 AM - 10:45 AM	Inauguration
10:45 AM - 11:00 AM	Tea
11:00 AM - 01:00 PM	Research Process- Deciding the problem and Framing Objectives; Questionnaire Designing
01:00 PM - 01:45 PM	Lunch
01:45 PM - 03:45 PM	How to write a good research paper; Plagiarism, Review of Literature & Referencing
03:45 PM - 04:00 PM	Tea
04:00 PM - 06:00 PM	Selecting appropriate statistical tools

### Day 2 (Thursday, August 22, 2019)

09:30 AM - 10:00 AM	Discussion among groups: Reviewing of literature, Questionnaire finalization
10:00 AM - 11:00 AM	Lab Exercise- Introduction to SPSS: Data Tabulation & filtration and Descriptive statistics, Reliability & Validity
11:00 AM - 11:15 AM	Tea
11:15 AM - 01:00 PM	Parametric- One Sample t-tests, Independent Sample t-test and Paired t-test Multiple sample tests (Parametric): ANOVA (One way & Two way) MANOVA, ANCOVA, MANCOVA
01:00 PM - 02:00 PM	Lunch
02:00 PM - 04:00 PM	Regression: Bivariate & Multivariate & Mediation
04:00 PM - 04:20 PM	Tea
04:20 PM - 05:30 PM	Logit

### Day 3 (Friday, August 23, 2019)

09:30 AM - 10:00 AM	Group Activity: Filling of data
10:00 AM - 11:00 AM	Non Parametric tools: Chi Square Test, Mann Whitney 'U' Test, Wilcoxon test, signed Rank Test, Run Test
11:00 AM - 11:20 AM	Tea
11:20 AM - 01:00 PM	Multiple Sample Tests (Non Parametric): Cochran 'Q' test, Kruskal Wallis test, Friedman's test
01:00 PM - 01:45 PM	Lunch
01:45 PM - 03:45 PM	Discriminant Analysis, Cluster analysis & Multi-Dimensional Scaling, Conjoint Analysis
03:45 PM - 04:10 PM	Tea
04:10 PM - 05:30 PM	Exploratory factor Analysis

### Day 4 (Saturday, August 24, 2019)

09:30 AM - 11:00 AM	Discussion among groups: Applications of tools & Interpretations
11:00 AM - 11:15 AM	Tea
11:15 AM - 01:00 PM	Confirmatory Factor Analysis
01:00 PM - 01:45 PM	Lunch
01:45 PM - 03:30 PM	SEM using Amos
03:30 PM - 04:00 PM	Tea
04:00 PM - 05:00 PM	SEM using Amos

### Day 5 (Sunday, August 25, 2019)

09:00 AM - 11:00 AM	Preparation of Research paper
11:00 AM - 11:15 AM	Tea
11:15 AM - 01:00 PM	Preparation of Research paper
01:00 PM - 01:45 PM	Lunch
01:45 PM - 03:15 PM	Presentation of Research Paper
03:15 PM - 03:30 PM	Tea
03:30 PM onwards	Valedictory

### KEY FEATURES

After attending this workshop, you will be able to -

1. Understand the need and basics of research
2. Framing of research topic and objectives
3. Identify variables in research
4. Learn data collection techniques & scales to be used.
5. Prepare questionnaire : Reliability, Validity & Sensitivity
6. Determine Sample Size
7. Selecting appropriate statistical to for data analysis.
8. Perform statistical analysis
9. Engrave interpretation of result of statistical analysis
10. Understand Referencing style: APA, HBR, IEEE.
11. Understand how to use SPSS, AMOS for Data analysis
12. Prepare research paper

### PIMG : Substantiate Globally



Prestige Education Society, Indore, registered under the Societies Registration Act 1860 was set up by Prestige Group of Industries with an objective to meet the widely felt need for globally oriented management and information technology education and training of professionals. PIMG is one of the five Professional Educational Institutes promoted by the society. Prestige Institute of Management, Gwalior, UGC NAAC Accredited 'A' Grade Institute, a leading management and computer application institute in central India, offers post graduate and undergraduate programmes. Prestige Institute of Management, Gwalior is a premier institute in Central India offering post graduate and under graduate programs in Management and Computer applications. The institute was set up in the year 1997. The Institute has grown to be recognized as a leading Institute for higher learning. The Institute has approval of All India Council for Technical Education & the State Government and is affiliated to Jiwaji University, Gwalior. The Institute offers MBA, MBA (Integrated), BTM, BBA, BCA and B.Com (Economics, Computer Science, Hons), B.Sc. (Hons.) (Computer Science), BA LLB (Hons.), BBA LLB (Hons.), B.Com LLB (Hons.) programmes.

Ranked among the Top 1000 B-schools in the World Received Award for Excellence (Asian Association of Schools of Business International, State of Delaware, USA) and "Certificate of Excellence" by IAO (International Accreditation Organization) Top Ranked B-School on (ROI) in Asia (Global Excellence Life Style-2019) Rated in Platinum Category-AICTE-CII (Survey-2018) Ranked 7<sup>th</sup> among Top BCA Colleges in India (GHRDC Survey, March 2019) Ranked 7<sup>th</sup> among Top BBA Colleges in India (GHRDC Survey, March 2019). The strikingly modern PIMG campus, specifically designed to create a stimulating atmosphere, is located at Airport Road, Near Deen Dayal Nagar, Gwalior, a prominent site, 2 kms from Maharajpur Airport, 7 kms from railway station and main bus stand. The campus is aesthetic, user friendly, spacious, well lit and comfortable. The serene and peaceful environment supplemented by greenery all around provides right setting for learning.

### About Affiliating University : Jiwaji University

Jiwaji University Gwalior came into existence on May 23, 1964, through M.P. Govt. Ordinance no. 15 of 1963. Late Dr. Sarvapalli Radhakrishnan, the then President of India, laid the foundation stone on 11th December 1964 at a sprawling campus of over 225 acres of land at Naulakha Parade ground.

It is now almost fifty four years that University has witnessed a logarithmic phase of growth. The university has been accredited with "A GRADE" status. The university has now once again prepering for NAAC accreditation. The UGC XI plan committee has also appreciated the performance of the university at various fronts. The territorial jurisdiction of the University is spread over the districts of Gwalior, Bhind, Morena, Sheopur Kalan, Datia, Shivpuri, Guna and Ashoknagar. The university has 401 Government, Government aided and Private colleges are catering education to the students under its jurisdiction. These colleges are of Medical, Engineering, Science, Education, Nursing, Management, Arts and Commerce etc.

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10<sup>th</sup> National Research Methodology Workshop-2018

## PRESTIGE INSTITUTE OF MANAGEMENT, GWALIOR

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# 11<sup>th</sup> NATIONAL RESEARCH METHODOLOGY WORKSHOP

21-25  
AUGUST  
2019



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