



Workshop on

Conceiving and Conduction of Research in Management and Social Sciences

Date : 12th, 13th and 14th April 2018



Organized by

NMIMS Navi Mumbai Global Campus

Program Director: Prof. Surabhi Verma
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Venue: SVKM's NMIMS Navi Mumbai Global Campus Pethapada, Plot No.2 Sector- 33, Next to Ramsheth Thakur College, Kharghar, Navi Mumbai 410210. Ph.no: 9029001272

About the Workshop

Conducting focused research has become the need of academia in 21st century. The basic aim of this workshop is to provide an upstart to the participants in conceiving and conduction of their research. The workshop specifically focuses on: preparation a good research proposal through a scientifically conducted detailed literature review, building understanding of statistical tools & techniques used in research, use of CAQDAS, SPSS and SmartPLS tools for data analysis. The faculty facilitators will use hands on approach throughout workshop.

Objective of the Workshop

- To identify and conceptualize the research problem.
- To train participants to understand research tools & ways of conducting research in scientific way.
- To provide conceptual facilitation in interpreting the output generated by statistical software.

Target Audience for Workshop

Faculty members, Research scholars, Business Managers and Management students.

Workshop fees: INR 3000/- plus applicable statutory levies. Registered participants will get a workshop completion certificate, working lunch/teas, registration kit and course material. Stay arrangement on twin-sharing basis will be provided along with breakfast and dinner at a price of Rs. 1000/- per day plus applicable levies.

Course Contents

1. **About Research & its purposes**
 - What is research?
 - Types of Research
 - Research Process
2. **Doing Review of Literature & Preparing Research Proposal**
 - Purpose of Literature Review.
 - How to conduct Literature Review.
 - Synthesizing Research Objectives from the Literature Review.
 - Use of ScienceDirect and other Databases in Literature Review
 - Use of Various Software Tools in Literature Review
 - Elements of good Research Proposal
3. **Research Methodology**
 - Survey design and Sampling Techniques
 - Hypothesis Formulation
 - Methods of data collection (Qualitative and Quantitative)
 - Data Analysis
4. **Preparation of Academic career.**
5. **Research proposal presentation by participants and evaluation.**

Qualitative	Quantitative	
Content Analysis through CAQDAS	SEM	Through SPSS
	SEM	Through Smart PLS

Resource Persons

Dr. P.N. Mukherjee (B.E., MMS, Ph.D):

Dr. P.N. Mukherjee is the Director of NMIMS, Navi Mumbai Campus and has over 35 years of rich corporate and academic experience. He has published several bestseller books, research paper and more than 25 cases in top tier journals. He has held senior management position like GM, CEO in corporate. In academics he has been the HOD, Chairperson, Director in reputed management institutes like SIMSR, VSIMSR and NMIMS.

Dr. Som Sekhar Bhattacharyya (B.Tech, MBA, Ph.D):

Dr. S.S Bhattacharyya is an Associate Professor at NITIE, Mumbai. He has published many research papers and teaching cases in international journals of repute. For his research he has been awarded with Emerald Literati Awards for Excellence: Outstanding Paper Award-2011 and Emerald Literati Awards for Excellence: Highly Commended Paper Award-2014.

Dr. Manoj Kumar (Ph.D, IIT Bombay):

Dr. Manoj Kumar has a work experience of over 19 years and is currently the Associate Dean & Professor at School of Business Management, NMIMS, Navi Mumbai Global Campus. Earlier, he was a Professor of Finance & Accounting at IIM Lucknow & IIM Rohtak. He has trained over 1000 senior & middle Management Professionals and also over 500 teachers through MDPs and FDPs.

Prof. Surabhi Verma (Senior Doctoral Scholar, NITIE):

Professor Surabhi Verma is working as an Assistant Professor of Management of Information System at NMIMS, Navi Mumbai, India. She is a senior FPM of NITIE, Mumbai. She received her M.Tech from IIT (ISM), Dhanbad. Her work has been published in reputed listed ABDC journals.

Prof. Prashant Barsing (Senior Doctoral Scholar, IIM Lucknow):

Professor Prashant Barsing is working as an Assistant Professor of operation management and quantitative techniques at School of Business Management, NMIMS, Navi Mumbai, India. He is a senior FPM of IIM Lucknow. He received his M.Tech from IIT, Kanpur. His work has been published in reputed ABDC listed journals.

About the Institution NMIMS Global Campus has been established in 2017. SVKM's NMIMS is a premier management institute consistently ranked among top 10 business schools. It has a long standing legacy of collaborations with industry and corporates. We incorporated best global academic practices to nurture business managers. The institute aims at holistic development of management skills as well as Indian management system.

How to Apply

Participants should submit duly filled in registration form attached here via email at: Surbhi.Verma@nmims.edu / 09833980785

Latest by April 10, 2018.

The registration fees of INR. 3000/- plus applicable levies can be paid on the spot on April 12, 2018

Registration Form

Name : _____

Designation : _____

Department : _____

Name of the Institution : _____

Contact No.: _____

Email: _____

Mode of Payment : Spot Registration

Signature of Applicant: _____