

e-Workshop
on
***“Research Methodology: A
Basic Approach”***

17th – 21st January 2022

An Initiative of
National Institute of Technology Hamirpur
Hamirpur, Himachal Pradesh, India



Organized by
Department of Management Studies
National Institute of Technology, Hamirpur
(H.P.) 177005
<http://www.nith.ac.in/>

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Registration:

The interested participants should register first at:
<https://forms.gle/BXc4TCfUMHrkEF2R9>

The coordinator will send an acknowledgment mail to the shortlisted participants on the basis of first cum first serve. Then these selected participants will pay their registration fee to get their seat confirmed.

Registration fee is compulsory for all the delegates and is non-refundable.

- a) Research Scholars/Students – 200 Rs.
- b) Academia and Industry – 500 Rs.
- c) Industry Persons – 1000 Rs.

Payment Mode: SBI Collect

To pay through SBI collect, select Payment
Google>SBI Collect>Agree>Proceed>Himachal
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FDP/Conference

Kindly email SBI Collect Receipt No, Name, Date
and Amount paid details to stcnith@gmail.com

Number of Participants

Number of participants is limited for this e-workshop

Last date of Registration: 10 January 2022

Resource persons

Faculty from IIMs, IITs, NITs, IIITs and Universities
will deliver the lectures.

Certification

Minimum 75% attendance is required to issuing the e-certificates.

About the institution

The National Institute of Technology, Hamirpur is an Institute of National Importance. The Institute offers B.Tech, M.Tech and PhD programmes in various disciplines of Engineering, Humanities and Sciences.

The Institute is functioning in a vast area of above 250 acres at Anu in Hamirpur district of Himachal Pradesh and is 4 Kms from main bus stand of Hamirpur on Mandi-Jalandhar National Highway (NH-70). The city of Hamirpur is well connected with the rest of the country by road.

Nearest Railway Station: UNA (about 85 Km)

Nearest Airport: GAGGAL (Kangra) (about 85Km)

About the department

The Department of Management Studies offers full time PG degree programme, viz. Master of Business Administration (MBA). Students get the advantage of dual specialization, out of - Human Resource Management, Marketing Management, Operations Management and Financial Management. The Department also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time and off campus candidates.

The diversity of the curricula offered through the Department provides the students with the foundation skills that can be used not only in the classroom, but to master challenges in globalized dynamic and competitive markets. This is done through a plethora of channels including lectures, talks, case studies, research projects, group discussion, workshops, seminars, etc. Faculty

members possess a blend of academic and professional experience, which facilitates disseminating of knowledge to the students through both classroom sessions and independent student activities. The faculty is highly qualified with international exposure and motivated to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized by Department of Management Studies with MHRD and AICTE collaboration. The Department has well experienced and dedicated faculty members with different specializations. We have well equipped laboratories with state-of-the-art facilities like servers/workstations, desktops and mobile devices.

About the e-workshop

This workshop would serve as a platform for understanding the basic knowledge of research methodology and its application in quality publications. Applying appropriate statistical tests and techniques using software's like SPSS adds on value to the research. Organizing such workshops are vital to develop a sound methodological base of the researchers and academicians.

Objectives of e-workshop

- To discuss the applications of research methodology in management and allied disciplines
- Understanding basics of research methodology for quality publications.
- To learn basic statistical techniques for bivariate and multivariate analysis.
- Enabling the participants to effectively write their research report/Thesis

Topics to be covered

Research and its Types, Problem formulation and writing research questions. Hypothesis development, Types of Research Design, Sampling Design: Basics and sample size determination, Scaling techniques and measurement scales, Parametric and Non parametric Tests, Applying T test and Chi square in SPSS, Correlation and Regression, Assumptions of multivariate analysis One way Anova, Two way Anova, Cluster analysis, discriminant analysis and conjoint analysis, Factor analysis theory and practice, Report Writing

Pedagogy

Practical examples using software SPSS will be employed along with conceptual lectures in this workshop.