

About the School

Conceptualized as a centre for excellence in teaching, training, research and consultancy in International Business, GITAM School of International Business (formerly GIFT) is acclaimed as one of the top-ranking B-Schools in International Business in the country. It is part of a 100-acre campus of 36 year-old Gandhi Institute of Technology and Management (GITAM), Visakhapatnam, which is now declared as GITAM UNIVERSITY u/s 3 of the UGC Act 1956. The School has positioned some of the internationally eminent and experienced faculty. It has the best core and visiting faculty, who have rich experience from the reputed B-schools and industry in the country. The School's infrastructure includes a computer center equipped with dedicated campus-wide fiber-optics-layered network with 6 Mbps leased-line internet access, AC class rooms and syndicate rooms with multimedia equipment. It has excellent support facilities such as Knowledge Resource Centre, Advanced Digital Library, and other student support facilities including separate hostels for boys and girls, Gymnasium, Tennis Court, Food Courts, Bank, Post Office, Medical Centre and a Book Shop. With 'top-of-the line' infrastructure, the School attracts excellent students from different states of the country. It has a track-record of 100 percent campus placements.

GITAM School of International Business has collaborative arrangements with Burgundy School of Business, Dijon, and International University of Paris, Paris, France; Beijing Normal University, Beijing and University of International Business & Economics, Beijing, China; Hanze University, Groningen, The Netherlands; for exchange of students, faculty and collaborative research. For the past 5-7 years, faculty and student exchanges have been operational. The school is actively pursuing to take these collaborative arrangements to the next level of undertaking collaborative research, and organizing International Seminars/Conferences.



**GITAM School
of
International Business**



**3-DAY WORKSHOP ON
ADVANCED RESEARCH METHODS IN MANAGEMENT**

September 8-10, 2016

Research
Action

Narrative Indigenous Methodologies
Quantitative Mixed Methods Qualitative Analysis
Reporting Perspective Interpretation



About the Programme:

The quality of research depends upon two factors. 1st factor, choosing an appropriate topic for research intervention and, 2nd factor choosing appropriate research method to pursue research intervention. Even if topic is appropriate in terms of need, and contemporary nature, research method, if inappropriate, would dilute the quality of research. This workshop is designed to train the participant to choose an appropriate research method(s) for research intervention. The programme also creates a platform for those who would like to discuss their working papers with eminent academicians and disseminate their scholarly work. The lab sessions provide not only hands-on-experience in using statistical packages like SPSS but also a chance to work on your own data for analytical quality improvement of your own research. GSIB offered Faculty Development Programme on Research Methods successfully for ten years and this is the 11th edition of the programme.

Programme Directors: Prof. R. Venkateswarlu and Dr. B. Padma Narayan,

Objectives:

The objective of this workshop is to familiarize researchers with the art and science of using different research methods and techniques in the design and conduct of research in management.

Content and Pedagogy:

Emphasis of this programme is on multivariate data analysis for answering research questions and hypothesis testing with the help of statistical packages. The pedagogy includes both lecture sessions and lab-exercises with cases and examples in handling and analyzing data. Workshop is intended to place minimal emphasis on mathematical formulas and maximize hands-on-development of practical analytical skills.

- ✓ Defining and refining research problem
- ✓ Finalizing the methodology
- ✓ Data collection / Data processing
- ✓ Hypothesis Testing
- ✓ Correlation and regression analysis
- ✓ Forecasting methods
- ✓ Discriminant, Factor, and Cluster Analysis
- ✓ Discussion on selected Working papers
- ✓ Guiding the individual research on his own data

Working paper discussion:

The special feature of this workshop is that it would provide participants with an opportunity to discuss their working papers in any discipline of management, The participants would be guided to turn the working paper into a publishable paper.

Submission of working papers:

The following are the important dates related to working papers:

- Last day for submission of working papers-**22nd August, 2016**
- Intimation of acceptance and assigning a discussant-**26th August, 2016**

- Papers, which are complete, will be chosen for review by a jury for publication into GSIB's Journals : GITAM Review of International Business and Global Vistas.

Hands- on-Experiences:

Another interesting feature of this workshop is that participants would have the opportunity to learn the relevant statistical software specially setting in GSIB-Computer Lab. This Hands-on-Experience resulting from participants in the GSIB-Computer Lab is an important takeaway from the workshop.

Programme Schedule:

Day-1		Day-2		Day-3	
Morning	Afternoon	Morning	Afternoon	Morning	Afternoon
Introduction to Research in Management	Lab session Working with MS-Excel & SSPS	ANOVA, Correlation and Regression Analysis	Lab sessions Working with MS-Excel & SSPS	Multivariate Analysis-Discriminant, Factor, Cluster	Lab sessions on multivariate Analysis
Hypothesis Testing:	Lab sessions Working with MS-Excel & SSPS	Time series and Forecasting methods	Lab sessions Working with MS-Excel & SSPS	Lab sessions on multivariate Analysis	Discussion of Working Papers

Resource Persons : Prof. R. Venkateswarlu, Dr. B. Padma Narayan,
Dr.Ch.Venkataiah and Dr.Pramod Kumar Mishra

Fee Particulars (per participants):

Industry participants – Rs.4000/-

Academicians - Rs.3000/-

Research scholars –Rs.1500/-

Accommodation will be provided in our guest house on payment basis.

Contact person for further details:

Prof. M Subramanyam

Chairperson –CEP

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{formerly GITAM Institute of Foreign Trade (GIFT)}

GITAM University

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