

# Workshop on “Introduction to Research Methodology for Academic Research”

15<sup>th</sup> February 2009



Department of Business Management  
Sankalchand Patel College of Engineering



Sankalchand Patel Sahakar Vidhyadham,  
Visnagar-384 315, (Gujarat)

Phone: (02765) 232008, 227342 Fax: (02765)  
224982

E-mail: [dbmspce@gmail.com](mailto:dbmspce@gmail.com)

[www.mba.spcevng.ac.in](http://www.mba.spcevng.ac.in)

## Introduction

Research Methodology is often a challenging subject for both faculty and students. It is difficult to find a comprehensive publication that is sufficient in scope and coverage of the important issues in research. Research scholars spend a lot of time and efforts figuring out how to go about in each stage of their research work – from selection of the problem through the thesis writing.

The workshop, therefore, will focus on understanding the fundamentals of research methodology, research designs, measurement issues, and thesis writing and publishing issues.

## Objectives

- To familiarize the participants with the basics of research methodology.
- To extend the help in research work undertaken by the participant scholars.
- To provide them with an opportunity to present and discuss their research related issues with the facilitator.
- To expose the participants to the contemporary issues in research methodology.
- To facilitate establishment of a network of researchers.

## Facilitator

Pratik Modi, Institute of Rural Management, Anand (IRMA)

Pratik Modi is a GCMMF fellow of marketing at the Institute of Rural Management Anand (IRMA). His research work focuses on the market orientation of not-for-profit organisations. His research works have been accepted for publication in the *Journal of Marketing Management* (Academy of Marketing's official journal published by the Westburn Publishers, UK), the *Asian Case Research Journal* (National University of Singapore (NUS), World Scientific Publishing, Singapore), and *VISION – The Journal of Business Perspective* (Journal from the Management Development Institute, Gurgaon).

He has also worked as a reviewer for international journals and conferences such as, *Journal of Research Practice*, *International Journal of Rural Management*, and *International Journal of Business and Emerging Markets*, 38<sup>th</sup> European Marketing Academy Conference to be held at Audencia Nantes – France in 2009; 37<sup>th</sup> European Marketing Academy Conference held at the University of Brighton – UK in 2008.

## Who should attend?

Faculties who are currently pursuing their Ph.D. or are interested in taking up doctoral research work in the near future.

## Registration Details

A nominal fee of Rs. 350/- in cash will be charged. The fees cover the cost of reading material, lunch, tea, and snacks during the workshop. Last Date for registration will be 12<sup>th</sup> February 2009.

## Program Schedule

	Registration	9:30 am
Session-1	What is research? The Process of research How to identify research topics? How to select thesis topics?	10:00 am to 11: 00 am
Session-2	Building blocks of research - What is a theory? How to construct a theory? - Constructs; Concepts; Hypotheses; Models; Variables	11:00 am to 12:00 pm
Tea Break		
Session-3	Overview of the research designs - Experimental - Quasi-Experimental - Longitudinal - Cross-sectional	12:15 pm to 1:45 pm
Lunch		
Session-4	Measurement, Scaling, and Data analysis methods - Validity - Reliability - Dimensionality - Analysis methods	2:30 pm to 4:00 pm
Session-5	Publishing the research	4:00 pm to 4:30 pm
Valedictory		

## **Advisory Council**

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### **Coordinators**

Prof. C.B. Rathod.

Prof. P.R. Trivedi.

## **Sankalchand Patel College of Engineering (SPCE):**

Sankalchand Patel College of Engineering (SPCE), Visnagar, established in 1999, is the state-of-art educational institute approved by AICTE and the Gujarat Government. It is affiliated to the Hemchandracharya North Gujarat University, Patan. SPCE is a very distinguished name in the high quality technical education offering graduate and postgraduate courses in different disciplines like Master of Business Administration (MBA), Master of Compute Applications, Electronics & Communication, Computer Engineering, Information Technology, Electrical Engineering, Mechanical Engineering, and Civil Engineering.

## **Department of Business Management (DBM-SPCE):**

Department of Business Management (DBM-SPCE) was established with a mission to offer one of the best MBA programs (AICTE approved, 2 years full-time) affiliated to the Hemchandracharya North Gujarat University. We are presently offering specialization in Marketing and Finance. At DBM-SPCE, we emphasize on imparting managerial skills along with practical knowledge in order to acquaint the students with the rigors of competitive corporate environment. At DBM-SPCE, our focus is to provide the best learning environment to the students. To meet with the expectations, our institute is designed to be spacious, peaceful, and well structured. To create the best learning environment of a research-oriented organization, DBM-SPCE is on the pathway of development of the research Infrastructure.

## **For registration contact:**

Prof. C.B. Rathod.

Prof. P.R. Trivedi.

09428022733

crathod79@gmail.com

09879503052

parimalmba@gmail.com

