



Jaypee Business School

A Constituent of

Jaypee Institute of Information Technology

(Declared Deemed to be University u/s 3 of UGC Act.)

A-10, Sector 62, NOIDA, 201309, INDIA www.jbs.ac.in

7TH COMPETENCY DEVELOPMENT PROGRAMME RESEARCH METHODOLOGY AND DATA ANALYSIS

JUNE 21-26, 2021

About the Programme

Research is not only critical to the economic and social development of society; it is also critical to the mission of any University or academic institution. It is this research, which is the foundation for knowledge that makes possible much of the innovation and application that provides wider benefit. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. As Albert Einstein once remarked: *"If we knew what it was we were doing, it would not be called research, would it?"* A need is always felt in quality-committed institutions to train the faculty and researcher in advanced research methodology in a manner that results in authentic and high quality research, which has impact on the society, culture and future endeavours.

The present programme is designed to provide exposure to the participants on research problem formulation, application of appropriate research design and skills of data generation, data processing and statistical analysis at both, basic and advance level. This CDP is intended to sharpen teaching and research skills of teachers, researchers and trainers, so that they are able to publish their work in SCOPUS/WoS/ICL/UGC indexed journals.

Programme Coverage

- Introduction to Research
- Research Design, Data & Sample Design
- Data Screening and Management
- Data Analysis
- Scientific Reporting

Who Should Attend

The programme is beneficial for faculty members and research scholars in academic institutions as well as executives working in research and consulting organization.

Time and Venue

5-day programme will be conducted on-line via Google Meet during 21-26 June 2021.

Learning Outcomes

After attending the programme, participants will acquire:

- Understanding need for research in Business & Management, Social Sciences etc.
- Familiarity with research process and methodology, review of literature, rationale and research objectives
- Understanding of hypotheses formulation and testing
- Knowledge about data collection and preparation.
- Presentation of data both in visual and inferential format.
- Scientific Reporting.

Programme Fee & Registration Process

- **Registration Fee: Rs. 500/- per participant for external participants. No fee for JBS / IIIT community members.**
- Registration should be made in the prescribed Google form with link given below latest by June 19, 2021.
- E-certificate will be issued to the participants on successful participation in the program.

<https://forms.gle/GdZejiHD4WxE7Vvk99>

For Registration Fee Payment online:

Bank and Branch: IDBI Bank, Sector 18, Noida

Beneficiary Name: Jaypee Institute of Information Technology

Account Number: 109102000007436

IFSC Code: IBKL0000109

Maximum number of registered participants is restricted to 100

Resource Persons



Dr. A.V. Surya

is a Ph.D. in Management and has 26 years of extensive experience in designing and leading various research projects that have been feeding into innovative communication strategies. He was working as CEO-India & South Asia for the Public Division of Kantar and prior to that he was working with ACNielsen and heading their Chennai branch. Dr. Surya has completed large number of research projects for corporates, Government of India and United Nations.



Dr. Rajnish Kumar Misra

Is Professor in OB & HRM and has been in academics for twenty one years, associated with premier B-School including IIMs. He is actively involved in behavioural science research especially in the area of people management and psychology. He has conducted projects and FDPs sponsored by AICTE. He is expert in scale/survey development and psychological testing. Dr. Misra specializes in the domain of factor analysis, reliability testing and validation of questionnaire, structured equation modelling using SPSS and AMOS.



Dr. Rahul Sharma

is Associate Professor, has more than eighteen years of experience in teaching of Management Programme at institutions of repute such as Jaypee Business School, Noida and ICFAI, Hyderabad. He is actively involved in training executives in different MDP's including in-company training programmes like JIL Information Technology Limited and Jaypee Cement. He also writes regular columns for News Papers on topics like financial planning, Budget, and also on politics.



Dr. Shiram A. Purankar

is a Ph.D. in Management and is working as Assistant Professor with Jaypee Business School, Noida. He has around 12 years of varied experience across industries such as IT, Financial Services and Import and Export. He is an Electrical Engineer from Purdue University (Indiana, USA) and MBA from Symbiosis International University, Pune.

Jaypee Business School (JBS)

JBS started in the year 2007 as a constituent of Jaypee Institute of Information Technology (JIIT) and is one amongst the new generation business schools in India. The mission of JBS is "to prepare and produce competent, passionate and market centric professionals who can manage human resources, business operations and ensure world class quality practices".

Programmes at JBS

JBS offers two years full time Bachelors and Masters in Business Administration and Ph.D. Programme in Management. The salient feature of BBA and MBA programme lies in its uniqueness of grooming and developing socially sensitive business managers and entrepreneurs through range of core and elective courses, workshops, corporate internship and social entrepreneurship course followed by social internship. It is among the few Indian B-Schools that can boast of its state-of-the-art resources. JBS faculty are all respected professionals who have been recognised for their achievements in their respective fields. The JBS also offers Ph.D. programme in management focusing on contemporary business, management and social issues. Only full time scholars are encouraged with scholarship on a monthly basis. The programme is quite rigorous as the scholars are expected to undertake stipulated course work and present their progress every 6 months in the Review Seminar before the Doctoral Program Monitoring and Advisory Committee (DPMAC). The scholars are required to take up intensive research work under the guidance of a supervisor on a specific topic leading to submission of thesis for award of the degree.



Prof. (Dr.) Rajnish Kumar Misra

Dr. Rahul Sharma

Program Coordinator(s)

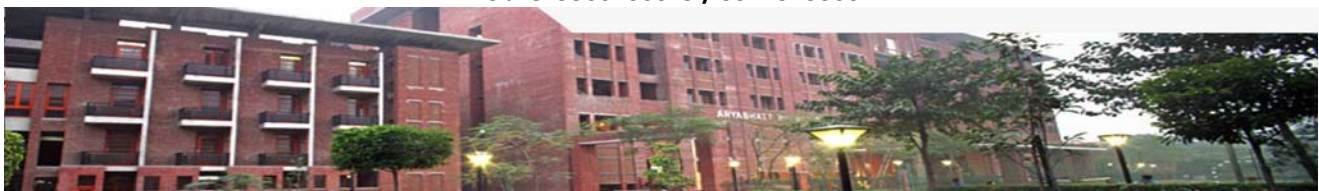
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