

Research Methodology Workshop**23rd & 24th Feb. 2010**

1. Name (in capital letters) : _____

2. Designation : _____

3. Name of Institute : _____

4. Address for Correspondence : _____

Phone/Mob. No. : _____ E-mail : _____

5. Area of Specialization : _____

6. Details of DD-Bank : _____ DD No. _____ Dt. _____

for Rs. _____ drawn in favour of
Dr. J.K. Patel Institute of Management, _____
 Payable at Vadodara

Hotel Accommodation Required:(On Payment Basis) Yes No (Please tick the box)

Signature of the Head of the Department / Institute with Stamp _____ Signature of Participant _____

Please send your registration form along with DD to reach the organizer on or before 15th Feb, 2010

Dr. J.K. Patel Institute of Management

P. O. Limda, Tal. Waghodia - 391760, Dist. Vadodara, Gujarat (India) No.: +91 263355/ 56

Fax: +91 2668 262327 Email: jkpim@parul.ac.in, Website: www.parul.ac.in

Note: This form can be photocopied for the use of other willing participants.For further details Contact: Prof. Richa Gupta : 09377449461
Prof. Vijayanti Tikyani : 09925151212**DELEGATE FEE****Registration Details**

Registration fee for participants	Non Residential	Residential
Faculty	200/-	500/-
Industry	300/-	600/-

Accommodation shall be provided on twin sharing basis for one night

Important Notes:

Registration fee will be accepted only through Demand Draft.

No registration forms will be accepted after 15th February, 2010.

Hotel accommodation will be arranged on prior request.

Advisory Committee**Dr. Abhijeet Chatterjee**

(Director, Dr. J.K. Patel Institute of Management- MBA Program)

Dr. P.G.K Murthy

(Director, Parul Institute of Engineering & Technology-MBA Program)

Prof. N.K.Kapoor

(Director, Parul Institute of Management - PGDM Program)

Coordinator:**Prof. Vijayanti Tikyani**

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Prof. Richa Gupta

Email: guptaricha1002@yahoo.com

Mobile: +91-9377449461

Parul Group of Institutes presents

A Faculty Development Program on RESEARCH METHODOLOGY- A NATIONAL WORKSHOP



IN ASSOCIATION WITH SPSS®
ON FEB. 23RD - 24TH, 2010

Organized by**Dr. J.K. Patel Institute of Management (MBA Program)****Parul Institute of Management (PGDM Program)****Parul Institute of Engineering & Technology (MBA Program)#**

(All programs are approved by AICTE, New Delhi)

Accredited by NAAC, UGC with B Grade for 5 Years Duration w.e.f 31-12-2009

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Chief Patron**Dr. Jayesh K Patel**
(Chairman)**Dr. Devanshu J Patel**
(Managing Trustee)**Dr. Dipak Kumar De**
(Advisor)

Day-1 (23rd February, 2010)

Reporting & Registration of the Participants
INAUGURAL SESSION
 Chief Guest :

Tea Break
TECHNICAL SESSION I

Introduction to Research Methodology
 Speaker:

Data Collection
 Speaker:

Lunch Break
TECHNICAL SESSION II

Coding, Scoring and Tabulation
 Data Analysis Speaker:

Day-2 (24th February, 2010)

Welcoming of the Guests from SPSS
TECHNICAL SESSION III

Introduction to SPSS
 Lunch Break
TECHNICAL SESSION IV

SPSS Training Contd.
 Valedictory Function

09.00 AM - 09.30 AM
 09.30 AM - 10.30 AM
Dr. Ashok Ranchhod, Director,
 Mudra Institute of
 Communication, Ahmedabad
 (MICA)
 10.30 AM - 11.00 AM

11.00 AM - 12.30 PM
Dr. Sarla Achyutan, Director,
 B.K. School of Management,
 Ahmedabad
 12.30 AM - 02.00 PM
Prof. O.P. Wali Professor,
 IIFT, New Delhi
 02.00 PM - 03.00 PM

03.00 PM - 05.00 PM
Prof. Jignasu Yagnik
 Faculty, Entrepreneurship
 Development Institute of India,
 Ahmedabad

09.30 AM - 10:00 AM
 10.00 AM - 12.30 PM
 12.30 PM - 01.30 PM
 01.30 PM - 03.30 PM
 04.00 PM onwards

Research methodology, a critical component of training for any research programme, seldom receives the attention it deserves in most academic institutions in India. Methodologies are often conflated with methods and techniques of data analyses, with limited understanding of the logic underlying the various techniques and methods. Even among techniques, use of quantitative data analysis is seen to be more scientific, more valid than other methods.

The purpose of the workshop is to provide an overview on the concepts of research methodology. The workshop intends not only to enhance knowledge on the subject, but also to strengthen skills in data gathering, information analysis and effective presentation of results. A problem solving approach will be used during the workshop by the resource persons in addressing concrete questions of the participants. The participants can discuss with the resource persons pertaining to the research problems that they have encountered. Therefore, the workshop would be interactive.

The 2 days workshop will be exposing the participants to theoretical inputs on quantitative research methods and applications of SPSS.

OBJECTIVES OF THE WORKSHOP

- To provide expert guidance in research methodology.
- To provide an opportunity for researchers to present the methodological aspects of their current work in small discussion groups led by research experts
- To provide an occasion for discussion of the methodological requirements of management research and to stimulate and capture new approaches.
- An understanding of categories like method, methodology and theoretical perspectives and the differences.
- Critical perspectives on assumptions underlying dominant strands of research.
- The idea of validity of method in positive stand interpretive frameworks and
- Recent developments in the philosophy of social science research.

ABOUT PARUL AROGYA SEVA MANDAL

Parul Arogya Seva Mandal was established in the year 1989 to serve the society & nation by providing medical facilities, education & employment. According to the founder Dr. Jayeshbahi K Patel education in the surest path leading to the empowerment of the downtrodden masses. This principle was the motivation for starting Medical, Paramedical, Engineering and Management Programme. In Vadodara, Dr. Jayeshbhai K Patel established a huge Campus spread over 100 acres with 16 different courses. It is verdant "Gurukul" offering a variety of courses.

ABOUT THE MANAGEMENT INSTITUTES OF PARUL GROUP

Dr. J.K.Patel Institute of Management(MBA Program),Parul Institute of Management (PGDM Program) and Parul Institute of Engineering & Technology (MBA Program) are Institutions instituted by Parul Arogya seva Mandal offering 2 years full time programmes in Masters of Business Administration and Post Graduate Diploma in Management approved by AICTE, New Delhi.

The institutes not only keep its finger on the pulse of the latest management trends and insights, but also help students to develop the skills to translate these into actual practice.

Our mission is to empower management students to respond to challenges of today's global business environment. The teaching pedagogy takes its cues from challenges faced by today's corporate, emphasizing in practical skills, case studies, assignments, role plays and simulations are some methods used so that students are exposed to teamwork and problem handling situations.

How to reach Parul Campus

Limda, Vadodara, located at a distance of 425 kms from Mumbai and 100 kms from Ahmedabad, is well connected by Rail, Road and Air to all major cities of India.

