Programme Director
Dr. Anugamini Priya Srivastava
Dr. Vimal Babu

Dates
29-30 Sept 2018 (2 days)
Research methods and Academic writing workshop

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OVERVIEW
“Research is to see what everybody else has seen and to think what nobody else has though”
- Albert Szent-Gyorgyi

Research is a process and requires extensive and in-depth study by the researchers to come up with a new and innovative idea. Therefore, this two days workshop is an attempt to provide comprehensive knowledge about the research process, methods and finally completing a research paper.

Faculty members, researchers and management students find Data Analysis or Statistical Analysis as an integral part of their contents for discussion/learning. This FDP is intended to help faculty members, managers, researchers, management students in sharpening their analytical skills through SPSS, AMOS and data analysis in different business applications. The workshop will contribute to craft the knowledge of the participants from basic to advance level of research and penning it down into high quality research papers. The workshop will contribute to craft the knowledge of the participants from basic to advance level of research and penning it down into high quality research papers.

PROGRAMME OBJECTIVE
This program is aimed for the scholars, academicians and corporate executives with academic/ research orientation. The main purpose of this workshop is to provide extensive knowledge to the participants to understand varied aspect of research ranging from quantitative research to qualitative research and penning it down into high quality research papers. The workshop will contribute to craft the knowledge of the participants from basic to advance level of research awareness. This program is designed to benefit the researchers who are just beginning their career and need comprehensive knowledge of the research methods that they can use in their Ph.D.

PEDAGOGY
All concepts will be explained with the help of Data Sets with the application of SPSS, AMOS & SAS along with the decoding of interpretations. Exercises will be included for practicing the discussed concepts and applications. Participants are encouraged to bring their live data and queries for discussion and solutions.

CONTENT (Topics to be covered)
- Basics of Research Methodology
- SelectionCriterion of appropriate Statistical Technique.
- Quantitative studies
- Basic Concepts of Statistics for Hypothesis testing
- Preparation on SPSS and AMOS files
- Factor analysis, PLS & SEM
- Qualitative research and its relevance
- Phenomenology, Grounded Theory, Ethnography & Case Study: Uses and Application
- Common mistakes in academic writing
- Plagiarism, quoting and paraphrasing
- Referencing
- Writing high-quality research papers

WHO SHOULD ATTEND
Business decision makers, Faculty members of academic institutes, Research scholars, Research Associates and Management students

VENUE:
SIBM, Pune

LAST DATE FOR REGISTRATION:
27th September 2018

PROGRAMME FEE AND PAYMENT
Fee for the Program: Rs 25,000 +18% GST
*Discounts are offered for more than one participants from same organization.
For Discount please contact on Mobile: 9159897597/9214028682
E-mail: stmdp@sibmpune.edu.in

DISCOUNT
Early Bird Discount: 15th September 2018
SIBM, Pune

Symbiosis Institute of Business Management, Pune is a premier B-School of India recognized for its excellence in academics, high quality management programme and its valuable contributions to industry, society and students. SIBM Pune was established in 1978. SIBM Pune currently offers the following programs:

- A two years full time MBA programme giving the options to specialize in Marketing, Finance, Operations and Human Resources (Admission through SNAP)
- A two year full time MBA programme in Innovation and Entrepreneurship. (Admission through SNAP)
- Executive MBA programme and One year Post Graduate Diploma Programmes for the working professional offered during the weekends
- Executive Post Graduate Diploma programmes for corporates, as per the requirements of the corporate houses.

The essential strong pillars of SIBM Pune are its illustrious alumni, exemplary students, full time faculty and numerous visiting faculty members from the corporate and industry. SIBM Pune is a student driven institute. The students’ council consists of nine teams, which you could check out under the Students’ Council tab.

The students’ council organizes a number of events, management competitions as well as cultural and sports activities like Coffee with SIBM, Arcturus, Imperio, National Alumni Meet, Transcend, The Blueprint, Entrepreneurship Summit, Sports Conclave, PRoelio and many more. SIBM Pune ensures that its alumni stays well connected with the college. Several events are organized wherein the alumni interact with the students and share their corporate experiences.

Symbiosis International (Deemed University)

Prof. Dr. S.B. Mujumdar established Symbiosis in 1971 on the principles of Vedic thought of ‘World as One Family’ and is resplendent of the activities and students of several countries. SI(DU) has established need based institutes across the 7 faculties of Law, Management, Computer Studies, Health & Biomedical Sciences, Media, Communication & Design, Humanities & Social Sciences and Engineering. The University offers 109 programmes at Diploma, Under/post graduate and Doctoral levels. The University has 31 Institutes spread across campuses located in Pune, Nasik, Bengaluru, Noida and Hyderabad.

A vibrant, Multi – ethnic, Multi - cultural environment, smart classrooms all positively impact the delivery of world class education. Student and Faculty diversity, service learning projects, internships and value added activities lead to a more holistic development of students.

With collaborative networks with several universities from different parts of the world, SI(DU) provides a very conducive, interactive and inspiring environment to create true global citizens. The University aims to participate in the task of inculcating knowledge and hone skills which are vital to the students who pass out from the University. SI(DU) continues to grow.... Evolving by benchmarking itself against the best in the world.

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