



**KIIT UNIVERSITY**  
**KIIT School of Management**  
Bhubaneswar, Odisha, India  
(Declared U/S 3 of UGC Act, 1956)

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**Workshop**

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Registration fee: Rs. 500 for KSoM/ KIIT research scholars; Rs.1000 for all others. [Non-residential]

[Fees to cover two working lunch; tea& snacks; access to e-resources & participation certificate]

# Workshop on **Research Methodology**

February 17-18, 2017



**KIIT School of Management, KIIT University**  
Bhubaneswar – 751024  
[www.ksom.ac.in](http://www.ksom.ac.in) [www.kiit.ac.in](http://www.kiit.ac.in)



Venue:  
**KIIT School of Management,  
KIIT University**

## OVERVIEW:

Studies in management and Social Sciences has immense contribution and future potential to social development and for furthering the applied knowledge base. The realm of social sciences has been characterized by path breaking research, which also has had tremendous academic and practical implications. Importance to quality research, experimentation with new methods to conduct research, use of technology in research have been of paramount importance for social science researchers. This workshop is designed to impart knowledge on **Research Methodology** in the context of social sciences, including Management Science.

This workshop is conceptualized and targeted for young teachers and research scholars, in the field of social sciences to enable them to handle the complex models in data analysis. The programme provides an excellent opportunity to gain hands on the experience on research methods through lectures, case study discussions, and software applications.

## OBJECTIVE:

- To enable participants, understand the basics of research in social sciences
- To enable participants, understand the basics of development of a research proposal, [research objectives, research questions and research design (development of constructs, variables, development of hypothesis, sampling and questionnaire design)]
- To enable participants, grasp the basic nuances of data collection and data interpretation/analysis
- To provide participants a hands-on experience of the models and tools used for conducting research in social sciences
- To enable participants, get an exposure to qualitative methods of doing research in social sciences

## EXPECTED PARTICIPANTS:

The programme is designed for academicians, researchers and practitioners who wish to use data analysis tools and models for their decision making and research process.

## PEDAGOGY

A mix of pedagogical tools like Cases, Lectures, Discussions, Presentations and Experiential exercises will be used. Hands on experience will be given on SPSS 20.0, in the computer lab. Participants will be provided with the relevant example data sets for analysis in order to facilitate the experiential learning.

## DETAILED PROGRAM DESIGN:

Programme content is tentatively divided into following 6 modules for the duration of 3 days:

### Module.1: Introduction to Research in Social Sciences

- Importance of research in social sciences
- Classification of research paradigms: Quantitative and Qualitative
- Formulation of Research Design (Research Problem/ Objectives)

### Module.2: Formation of a research proposal

- Systematic Review of Literature and introduction to technical writing
- Research Constructs and Variables
- Development of Propositions and Hypothesis
- Questionnaire Design and Scaling

### Module.3: Sampling in Social Science Research

- Sampling and Sampling techniques utilized in social science researches-Quantitative Sampling Techniques

### Module.4: Data Collection and Data Analysis

- Introduction to data collection
- Editing and Coding of Data
- Data Analysis and writing of the research report

### Module 5: Quality Criteria of Research

- Introduction to quality in research in social sciences
- Reliability & Validity in Quantitative and Qualitative Research

### Module 6: Use of SPSS for analysis of Data analysis [Minimum 3 hours practical in Lab]

[Note: Detail prog./ time schedule will be provided to all participants before workshop]



Resource Persons:  
Professors from KIIT &  
external experts (IIM-R, IIT-BBS, BU)



Topic:  
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