



**KIIT SCHOOL OF MANAGEMENT**  
**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
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**Resource Persons:**

Prof. PKJ Mohapatra [IIT Bhubaneswar]  
Prof. Subhasis Ray [XIM Bhubaneswar]  
Prof. GC Nanda, Ravenshaw University  
Prof. Sudhakar Patra [Berhampur University]  
Prof. Prafulla Swain, PG Deptt. Of Stat. Utkal University

**Advisors:** Dr. H.K.Mohanty (Vice Chancellor, KIIT University)  
Prof. Debasis Das (Director, KIIT School of Management)  
Dr. Satya N. Mishra (Dean, KIIT School of Management)

**Coordinators:** Prof. RN Subudhi & Prof. Sumita Mishra  
**Workshop**

**Executives:** Ms. Anita Pradhan [anita21@ksom.ac.in];

Registration fee: Rs. 500



**KIIT School of Management, KIIT University**  
Bhubaneswar – 751024  
www.ksom.ac.in | www.kiit.ac.in

# Workshop on Research Methodology

March 10-11, 2018



Venue:  
KIIT School of Management, KIIT

## OVERVIEW:

Through history and advent into the modern 21st century, social sciences have been a part of the development of the humans. 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 along-with training in advanced statistical packages (including SPSS) to conduct research. 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 basic classifications of research in social sciences
- To enable participants, understand the basics of development of a research proposal, i.e. the research objectives, research questions, and research design (development of constructs, research variables, development of propositions/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 young academicians and research scholars, 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:

The detailed programme/module content is divided into six modules for the duration of three days.

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

- Importance of research in social sciences
- The classification of research paradigms-Quantitative and Qualitative
- Formulation of Research Design (Research Problem, Objectives, and Questions)

### Module 2: The 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: Quality Criteria of Research

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

### Module 4: SPSS

- Hands on use of SPSS in understanding analysis of Data



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



Topic:  
Workshop on  
Research Methodology



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KIIT School of Management,  
KIIT