

About the School

Conceptualized as a centre for excellence in teaching, training, research and consultancy in International Business, GITAM School of International Business (formerly GIFT) is acclaimed as one of the top-ranking B-Schools in International Business in the country. It is part of a 100-acre campus of 37 year-old Gandhi Institute of Technology and Management (GITAM), Visakhapatnam, which is now declared as GITAM (Deemed to be University) u/s 3 of the UGC Act 1956. The School has positioned some of the internationally eminent and experienced faculty. It has the best core and visiting faculty, who have rich experience from the reputed B-schools and industry in the country. The School's infrastructure includes a computer center equipped with dedicated campus-wide fiber-optics-layered network with 6 Mbps leased-line internet access, AC class rooms and syndicate rooms with multimedia equipment. It has excellent support facilities such as Knowledge Resource Centre, Advanced Digital Library, and other student support facilities including separate hostels for boys and girls, Gymnasium, Tennis Court, Food Courts, Bank, Post Office, Medical Centre and a Book Shop. With 'top-of-the line' infrastructure, the School attracts excellent students from different states of the country. It has a track-record of 100 percent campus placements.

GITAM School of International Business has collaborative arrangements with Burgundy School of Business, Dijon, and International University of Paris, Paris, France; Beijing Normal University, Beijing and University of International Business & Economics, Beijing, China; Hanze University, Groningen, The Netherlands; for exchange of students, faculty and collaborative research. For the past 5-7 years, faculty and student exchanges have been operational. The school is actively pursuing to take these collaborative arrangements to the next level of undertaking collaborative research, and organizing International Seminars/Conferences.



गीतम अन्तर्राष्ट्रीय व्यापार विद्यालय
GITAM School
of
International Business



3 DAY WORKSHOP ON
ADVANCED RESEARCH METHODS IN MANAGEMENT

August 23rd – 25th 2018

Quantitative
Narrative Indigenous Methodologies
Mixed Methods Reporting
Qualitative Analysis Perspective Interpretation
Research
Action



$$\bar{x} = \frac{\sum x}{n}, \quad \bar{y} = \frac{\sum y}{n}, \quad \bar{x}_w = \frac{\sum xy}{\sum y}$$

$$S_x = \sqrt{\frac{\sum x^2 - \frac{(\sum x)^2}{n}}{n-1}}$$

$$S_y = \sqrt{\frac{\sum y^2 - \frac{(\sum y)^2}{n}}{n-1}}$$

$$m = \frac{\sum xy - \frac{(\sum x \sum y)}{n}}{\sum x^2 - \frac{(\sum x)^2}{n}}$$

$$b = \bar{y} - m\bar{x} \quad \hat{x} = \frac{y-b}{m} \quad \hat{y} = mx + b$$

$$r = \frac{\sum xy - \frac{(\sum x \sum y)}{n}}{\sqrt{\left(\sum x^2 - \frac{(\sum x)^2}{n}\right) \left(\sum y^2 - \frac{(\sum y)^2}{n}\right)}}$$

About the Programme:

The quality of research depends upon two factors. 1st factor, choosing an appropriate topic for research intervention and, 2nd factor choosing appropriate research method to pursue research intervention. Even if topic is appropriate in terms of need, and contemporary nature, research method, if inappropriate, would dilute the quality of research. This workshop is designed to train the participant to choose an appropriate research method(s) for research intervention. The programme also creates a platform for those who would like to discuss their working papers with eminent academicians and disseminate their scholarly work. The lab sessions provide not only hands-on-experience in using statistical packages like SPSS but also a chance to work on your own data for analytical quality improvement of your own research. GSIB offered Faculty Development Programme on Research Methods successfully for ten years and this is the 12th edition of the programme.

Programme Directors: Prof. R.Venkateswarlu and Dr. B. Padma Narayan,

Objectives:

The objective of this workshop is to familiarize researchers with the art and science of using different research methods and techniques in the design and conduct of research in management.

Content and Pedagogy:

Emphasis of this programme is on multivariate data analysis for answering research questions and hypothesis testing with the help of statistical packages. The pedagogy includes both lecture sessions and lab-exercises with cases and examples in handling and analyzing data. Workshop is intended to place minimal emphasis on mathematical formulas and maximize hands-on-development of practical analytical skills.

- ✓ Defining and refining research problem
- ✓ Finalizing the methodology
- ✓ Data collection / Data processing
- ✓ Hypothesis Testing
- ✓ Correlation and regression analysis
- ✓ Forecasting methods
- ✓ Discriminant & Cluster Analysis
- ✓ Factor Analysis & SEM
- ✓ Publishing papers in Indexed Journals

Hands- on-Experiences:

Another interesting feature of this workshop is that participants would have the opportunity to learn the relevant statistical software specially setting in GSIB-Computer Lab. This Hands-on Experience resulting from participants in the GSIB-Computer Lab is an important takeaway from the workshop.

Programme Schedule:

Day-1		Day-2		Day-3	
Morning	Afternoon	Morning	Afternoon	Morning	Afternoon
Introduction to Research in Management and Publishing papers in Indexed Journals	Descriptive Statistics & Hypothesis Testing using MS-Excel & SSPS	ANOVA, Correlation and Regression Analysis using MS-Excel & SSPS	Time series and Forecasting methods using MS-Excel & SSPS	Multivariate Analysis-Discriminant & Cluster Analysis using SPSS	Factor Analysis & SEM using SSPS & AMOS

Resource Persons: Prof.R.Venkateswarlu, Prof.N.Sai Sudhakar, Dr.B.Padma Narayan
Dr.YLP Thorani and Dr.A.Subrahmanyam

Fee Particulars (per participants):

Industry participants Rs.4000/-
Academicians Rs.3000/-
Research scholars Rs.2000/-
(18% GST Extra)

Accommodation will be provided in our guest house on payment basis.

Contact person for further details:

Dr.Radha Raghuram Patruni
Chairperson –CEP
GITAM School of International Business,
{formerly GITAM Institute of Foreign Trade (GIFT)}
GITAM (Deemed to be University)
Rushikonda, Visakhapatnam – 530045.
Ph. No.: 0891-2840412/400, cep.gsib@gitam.edu