



## ABOUT THE INSTITUTE

Conforming to its motto “SIDDHIRBHAWATI KARMAJA” Motilal Nehru National Institute of Technology Allahabad, is churning out engineers, managers, entrepreneurs and social scientists of sterling worth. Government of India has declared this to be an Institute of National Importance under NIT Act 2007 and today it stands as an epitome of excellence, knowledge and achievements. The foundation stone of Institute was laid by Late Pt. Jawaharlal Nehru, the first Prime Minister of India, on May 3, 1961 and inaugurated by Late Shri Lal Bahadur Shastri, the second Prime Minister of India on April 18, 1965. Situated in the city of Confluence of three mighty rivers Ganga, Yamuna and invisible Saraswati, MNNIT A boasts a rich and diverse cross-cultural environment with students coming from across the Nation and Globe.

## ABOUT THE DEPARTMENT

The Department of Humanities and Social sciences, one of the oldest, out of 11 academic departments of the Institute, offers PhD Programmes with Institutional fellowships. The Department offers multiple choices of core and non-core subjects in Humanities, Social sciences, Human Resource Management, Accounting and Finance, Psychology, and English language, English literature to the students of U.G. and P.G. programs. Externally Sponsored Research Projects, MDP's, Short Term Courses, National and International Conferences, Training Programmes and Post-Doctoral researches are being undertaken regularly

## ABOUT THE WORKSHOP

Research is one of the most crucial academic endeavours for the creation of knowledge. For conducting effective research, researchers are expected to be practically exposed to the main components of a research framework i.e., problem definition, research design, data collection, ethical issues in research, report writing, and presentation. The large heaps of collected data only provides a valuable source of information when it is analyzed efficiently and effectively. With the availability of various multivariate techniques and user-friendly statistical software, data can easily be processed and used for generating results.

In the research process various factors should be considered by a researcher- such as identification of problem, relevant and systematic review of literature and applicability of right tools and techniques, selection of appropriate techniques, selection of right software, interpretation of results and so forth. Against this backdrop, the main objective of this workshop is to provide hands- on- training to the participants for all the steps in the research process and impart knowledge and skill on latest data analysis tools and techniques used in social sciences and management research. The sessions of the workshop are designed in such a way that the participants will get theoretical as well as practical knowledge on each technique. This will enable the participants to understand, analyze and select the appropriate hypothesis and technique for their research.

## THE WORKSHOP AIMS TO IMPART KNOWLEDGE ON FOLLOWING AREAS:

- Formulation of Research Problem and Hypothesis.
- Reviewing the literature systematically.
- A thorough knowledge about the concept, background and assumptions of various data analysis techniques used in various types of social science and management research.
- In-depth knowledge about quantitative and qualitative data analysis.
- Hands-on training on entering quantitative and qualitative data, data cleaning, data processing, data analysis, and interpretation.
- An application of integration of qualitative and quantitative data analysis techniques in multi-disciplinary research.
- How to deal with Ethical issues in conducting research and Plagiarism.
- Research reporting, thesis writing and writing research articles for top journals.

## COURSE CONTENT

- Introduction to research – The role of research, various types of research, research process
- Thinking like a researcher – Understanding research Problems, Concepts, Constructs, Variables, and Definitions
- Problems and Hypotheses – Defining the research problem, Formulation of the research hypotheses, Critical review of literature and research gap. SLR, Bibliometrics, Meta Analysis.
- Research design – Various types of research design, Field research, experimental and Simulation.
- Methods of data collection – Primary and Secondary data collection methods, qualitative methods of data collection, Case Study Method.
- Questionnaire designing – Content analysis, Reliability and Validity
- Sampling techniques – The nature of sampling, Probability sampling design, Non-Probability sampling design, Determination of sample size.
- Advanced statistical techniques- Factor Analysis (EFA and CFA), Multiple Regression Analysis, MANOVA, SEM.
- Ethical issues in conducting research and Plagiarism.
- Report generation, report writing, Reference Management.

## KEY RESOURCE PERSONS

- Prof. Cyril Foropon, Montpellier Business School, France.
- Prof. Gary Graham, Leeds University Business School, UK.
- Prof. Beverly Dawn Metcalfe, Liverpool Business School, UK.
- Prof. H. M. Belal, Liverpool Business School, UK.
- Prof. Rameshwar Dubey, Montpellier Business School, France.
- Dr. Surajit Bag, Rabat Business School, Morocco.
- Prof. Santosh N. Rangnekar, IIT Roorkee, India.
- Prof. D.P. Singh, TISS Mumbai, India.
- Prof. Geetika, MNNIT Allahabad, India.
- Prof. Purnima Singh, IIT Delhi, India.
- Dr. Tejinder Pal Singh, Panjab University, India.

## ORGANIZING COMMITTEE

### Patron:

Prof. R.S Verma, Director, MNNIT Allahabad, Prayagraj

### Chairman:

Dr. Ravindra Tripathi, Head, DHSS

### Conveners:

Dr. Ravindra Tripathi, Head, DHSS

Dr. Rajesh K Shastri, Associate Professor DHSS

### Co-Convener:

Dr. Jyotsna Sinha, Associate Professor, DHSS

### Coordinator:

Dr. Mitu Mandal, Assistant Professor, DHSS

### Co-Coordinator:

Dr. Soni Joseph, Assistant Professor, DHSS

### Student Coordinators:

Mr. Mano Ashish Tripathi, Ms. Sanjukta Dutta, Mr. P Ravi Kiran, and Mr. Ashish Kumar.

### Members:

Dr. Kirtika Singh, Dr. Rishiraj Sarkar, Dr. Nivedita Pandey, Mr. Neeraj Gautam, Ms. Ananta Narayan, Mr. Utkarsh Verma, Mr. Shekhar Saroj, Ms. Priyanka Singh, Ms. Sushmita Tripathi, Ms. Apurva Shukla. Ms. Saaema Akhtar, Mr. Uma Shankar Yadav, Ms. Chesta Yadav, Mr. Kartikey Sharma, Ms. Kajal Srivastava, Ms. Josiya, Ms. Garvita Singh, Ms. Annu, Mr. Rabi Mistry, Ms. Prarthana Bain.

## ADDRESS FOR COMMUNICATION

Convener  
International Workshop on Applied Research  
Methodology  
Department of Humanities and Social Sciences  
Motilal Nehru National Institute of Technology Allahabad,  
Prayagraj- 211004

### Contact No.:

Dr. Ravindra Tripathi: 9451053756

Dr. Mitu Mandal: 9971621201; 6387447710.

Email Id: mnnita.hss@gmail.com

### Important Dates:

**25th June, 2022**

Last Date for Online registration: ~~20th June, 2022~~

## REGISTRATION FEES, APPLICATION PROCESS AND MODE OF PAYMENT

The registration fee for the students is INR 2500 (Postgraduate, M. Phil., Ph.D.) and for faculty is INR 3000 plus 18% GST only. Therefore, students have to pay INR 2950 and faculty have to pay INR 3540 as registration fee including GST.

Payment of registration fee should be made by NEFT or Online payment as per the following details:

Name of the Bank Account: **NON-FORMAL CONTINUING OF EDU.**

Account No.: **10424975574**

IFSC Code: **SBIN0002580**

Bank Branch: **SBI, MNNIT Allahabad**

Registration fee includes course materials and participation certificate.

## REGISTRATION

Interested person(s) should send the filled google registration form by ~~20th June, 2022~~ **25th June, 2022**

**Registration Link is as follows:**

<https://forms.gle/Yk8Tv8TgtnaLHwNNA>

**Seats are limited and would be allotted on first come first served basis.**

## PEDAGOGY

- Hands-on Experiences.
- Use of software SPSS, AMOS, E-views, ATLAS.ti.
- Experts from reputed institutes of India and Abroad will deliver lectures with practical applications.
- Tailor-made guidance may be provided in interactive sessions.

**Note:** For better learning experience, all the participants are requested to install SPSS, E-views, R studio, ATLAS.ti software in their Laptops.

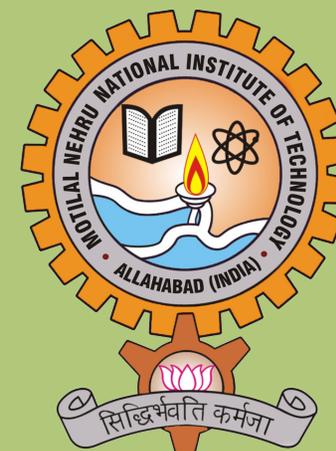
## CERTIFICATES

All the participants will be provided with Certificates on successful completion of the workshop.



## SEVEN DAYS ONLINE INTERNATIONAL WORKSHOP ON APPLIED RESEARCH METHODOLOGY

**27th June- 3rd July 2022**



**Organized by-**

**Department of Humanities & Social Sciences**

**Motilal Nehru National Institute of Technology Allahabad  
Prayagraj-211004**