

Registration form

**SHORT TERM TRAINING PROGRAM
ON
ADVANCED RESEARCH METHODOLOGY**

July 14-20 2014

Industry Professional Faculty Research Scholars

Name.....

Designation

Organization

Address for Communication

Phone(O).....(R)

Mobile

Fax

E-mail

Payment Mode : Demand Draft/ Cheque / Drawn in
favour of SMS-STTPTS, payable at Vijaya Bank
Allahabad. Incase of NEFT, details are overleaf.

DD No/Cheque No Date

Amount Bank.....

Accommodation Assistance required: Yes / No If yes,
from

To.....

Date:

Signature

(Signature of the Forwarding Authority)

(Photocopies of the Registration Form may be used)

Organising Committee

Patron

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Director, MNNIT

Chairperson

Prof Geetika
Head, School of Management Studies, MNNIT

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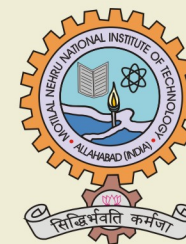
Workshop Secretariat

Coordinator

Email: smsarm14@gmail.com
School of Management Studies
Motilal Nehru National Institute of Technology Allahabad
Allahabad-211004

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Organized by:

School of Management Studies

Motilal Nehru National Institute of Technology Allahabad
Allahabad, 211004, India

www.mnnit.ac.in



Preamble

Emerging theories in research have drawn attention to the complexities inherent in the research process. Research can no longer be regarded as a solution to problems, wherein data is neutrally and naturally collected, interpreted and contextualized by researchers. Rather, research methodology has become an intricate and complex landscape reflecting a predicament of valid and a reliable representation.

A blend of theory and practice is therefore required for a justification of approaches to research strategies and orientations. For superior research output in social science, notably economics, commerce, psychology, philosophy, sociology, management and other allied areas of research, it is imperative to be abreast of developments in the area of research methodology. Various advanced software have been introduced to facilitate and the process of analysis of research data, and thereby bring forth newer perspectives to the research.

Advanced Research Methodology is an important determinant of the reliability & validity of research conducted in the area of social science. Research Design poses varied challenges at each steps, wherein logical assumptions and methodologies become very critical. The use of both quantitative and qualitative data methods is now seen to be more scientific and valid than before. It therefore becomes imperative for researchers to acquaint themselves in the philosophy, methodology and design of a research plan. This makes training in research methods indispensable for faculty and researchers in various disciplines in social science.

Objective of the Workshop is to comprehensively train the participants in:

- In Quantitative and Qualitative Research Methods.
- Usage of Mixed Research Methods for reliable and valid research output.

Topics to be covered

The following quantitative subjects will be discussed:

Multivariate Data Analysis: Exploratory Factor Analysis, Regression Analysis, Confirmatory Factor Analysis, Structural Equation Modeling.

The qualitative methods would include :

Systematic literature review, Grounded theory, Case studies, Experiment design and operation, Analysis and interpretation, Mixed methods, Design research and Ethics

Methodology : Theoretical inputs, discussion of SPSS and AMOS outputs for the topics included in the workshop.

Experts : Various eminent experts in the area will be drawn from IITs/IIMs, NITs, Universities, CMIE and SPSS Collaborating Institute.

Who can participate : Faculty Members, Research Scholars, Post graduate students and Industry professionals, actively pursuing research in the field of relevant areas of Social Science (economics, commerce, psychology, philosophy, sociology, management and other allied areas of research).

Accommodation: Assistance may be provided on request for booking of accommodation at Executive Development Center, MNNIT on payment basis.

Registration Fees: The following non residential fee per participant is payable by cash or through a demand draft or NEFT remittance as per following details

- a. For DD, favouring SMS-STTPTS payable at Vijaya Bank, MNNIT Allahabad-211004.
- b. For online remittance (NEFT): Payee :SMS-STTPTS, Beneficiary a/c no 71840301000070, MICR:211029004, IFSC Code VIJB0007184, Bank Name: Vijaya Bank, Branch: MNNIT Allahabad
 - Industry Professional; 6000/-
 - Faculty; 5000/-
 - Research scholars; 3000/-

Last date of receipt of completed form is 30th June 2014

Motilal Nehru National Institute of Technology Allahabad (MNNIT), established in the year 1961, is an Institution of National Importance vide NIT Act 2007. It has marked its presence as a leading research and training institute with total commitment to quality and excellence in academic pursuits. The Institute offers B.Tech., M.Tech. Degree Programmes (including part-time), MCA, MBA, M.Sc. (Mathematics and Scientific Computing) and Master of Social work (M.S.W.) programmes and also registers candidates for the Ph.D. degree. Mission of MNNIT is to excel in the field of technology and management in the backdrop of glorious intellectual and cultural ethos of the country, which makes it the most preferred destination for young aspiring students. All-round grooming of students is ensured through committed faculty, application of latest technology in laboratories, and a distinct curriculum comprising of rigorous classroom sessions, coupled with other activities like seminars, industry interactions, field surveys, sports and cultural events.

The Institute has been recognized by the Government of India as one of the centers for the Quality Improvement Programme for M.Tech. and Ph.D. In the year 1972, the

Institute initiated a self employment project and established an industrial estate with 68 sheds with the objective of encouraging entrepreneurs and creating additional employment avenues. The Institute was selected as a lead institution in the Design theme under Indo-UK REC Project (1994-99). The Institute has been selected as a Lead Institution under World Bank funded Government of India Project on Technical Education Quality Improvement Programme (TEQIP) (2002-2007). Presently TEQIP Phase II, is in progress.

School of Management Studies (SMS) has created a coveted niche for itself in management education of the country. Established in 1996, SMS offers one full time PG degree program, viz. Master of Business Administration (MBA). Intake of the student in MBA is of 90 students. Students get the advantage of dual specialization, out of – Systems Management, Marketing Management, Financial Management, Human Resource Management, International Business and Operations Management. SMS also offers Ph.D. programmes on stipendiary and non-stipendiary basis for full time and off campus candidates. The faculty is highly qualified with international exposure and motivation to inculcate quest for perfection among the students. Short term Training/Management Development Programmes for industry and faculty are regularly organized with MHRD and AICTE collaboration. School of Management Studies has emerged as one of the niche institutions in the University system, ranking no. 42 in overall rank and 8th in terms of ROI in the country, in a MDRA survey of B School by Outlook News Magazine, 2012. It has been awarded with the B School Innovation Leadership Award for 2014

Allahabad : The city better known as "PRAYAG" is a holy and religious place and the meeting point of three most pious rivers namely Ganga, Yamuna and Saraswati. The city has always been associated with well known personalities of the country which has aggrandized the glory of the city. It has many governmental institutions which includes MNNIT, High Court of UP, Allahabad University & tourist places like Sangam, Anand Bhawan, Narayan Ashram etc.

How To Reach MNNIT Allahabad : Allahabad city is well connected with flights, rail and road transport to other parts of India. Daily trains, buses and flights are available from major cities in India. Domestic airport Bamrauli airport, is 15 km away from the heart of the city.