

Research for Management Decisions

EPGP-EG Workshop- I

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Objective: The objective of the two MR workshops is to acquaint students with the basics of social/ management research with a special emphasis on survey research. This workshop is an initiative to prepare the EPGP-EG students with (a) basic understanding of management/social research and (b) basics of field research/survey based research techniques before they embark upon their project internship.

The following is the overall structure of Workshop- 1

Workshop Structure:

Session 1: Introduction to research

- (a) What is social research, Characteristics of management research, (b) Ontology, Epistemology, Method, and Methodology (c) Nomothetic research vs. idiographic research. (d) Types of quantitative and qualitative research. (e) Research design formulation.

Session 2: Designing a research

- (a) Primary vs. secondary research (b) defining research objective :- e.g. management/social objective vs. marketing/operational objective (c) Importance of Survey research (d) Data, population, sample (e) Sampling techniques

Session 3: Measurement and Scales

- (a) Measurement systems, Scales, (b) preparing appropriate measurement instruments, (c) designing questionnaire, (d) reliability and validity of instrument and data, (e) errors

Session 4: Student Work out/Exercise

- (a) Interviewing, (b) questionnaire preparation.

Session 5: Debriefing and Conclusion

- (a) Discussion on pros-cons of student prepared questionnaires (b) Discussion on – difficulties in conducting field research, overcoming language barrier, pointers towards analysis and report writing (details to be covered in Workshop-II)

Note: Please read the material provided to you before coming to the workshop