

Research for Management Decisions

EPGP-EG Workshop- II

Faculty: Saroj Kumar Pani

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 workshop-II will be more participative and student led. It will build on the concepts covered in Workshop-I and will be exercise based. The objective of the exercises is to simulate the real world environment in a class room setting.

The following is the overall structure of Workshop- II

Workshop Structure and Instructions:

The second workshop will be conducted over two days. On day-1 the workshop starts at 2 pm and on day-2 it will start at 10 am. Please read the following instructions carefully. They will help you preparing for the workshop.

Day-1

Class objectives and deliverables

1. Review of concepts covered in workshop-1
2. Discussion and debriefing on making questionnaire and choosing scales.
3. Discussion on analytical methods.

Required Student Preparation.

Before coming to the class:

There are three research topics given at the end of this document. Group 1, 2, 3 are assigned topic 1. Group 4, 5, 6 are assigned topic 2. Group 7, 8, 9 are assigned topic 3. All groups must finish the task as individual groups. That means this is a single group task, inter-group communication is not allowed.

For their topic each group has to identify the suitable **research question**, the logic behind that, how they will **approach the research/problem**, what are the **steps they will follow** to finish the research. Each group will prepare a presentation of not more than 7 slides and a questionnaire for their topic. The presentation must include

- The research question
- The research design (including whether quantitative or qualitative)
- Brief about the population and sample
- Data collection techniques (and the reason)
- The variables, scales, and brief on their validity and reliability
- The analytical technique that you intend to use
- Other deliverables as explained in the question

In class

Each group is required to share the presentation and the questionnaire with other sister groups just before the class. That means group 1 will share with group 2 and 3 and vice-versa. After the review of last work shop, groups will be given about 20 minutes to discuss. One group per topic will be called at random to present which will lead to discussion.

The session will end with a brief discussion on analytical methods.

After the class

The groups are required to prepare a dummy project report on the assigned topic. The sister groups may divide the project work among themselves. Essentially, we need at least three project reports. Given the time constraint, the reports may not be comprehensive but should touch all the points of a project report and should be of reasonable length.

Day-2

Class objectives and deliverables

1. Review of selected reports
2. Discussion on report writing
3. Discussion on presentation
4. Wrap-up

Required Student Preparation

Before coming to the class:

The project reports should be circulated to all groups just before the class. Each group is required to prepare a presentation before coming to the class. Assume that you will be making a presentation to the client.

In class

The class discussion will revolve around report writing which may include your report for demonstration/analysis. After the session on report writing, the groups will be presenting.

Thereafter, there will be discussion on presentation, which will focus more on content of presentation and style of representation. Constructive criticism by students of other group's presentation is expected. This will be followed by wrap up.

After the class

Have a nice dinner and sleep well. Do not assume that the instructor has the authority/capability to arrange for these two.

Research Topics

1. You are the chief of a research organization named Great Research Inc. (GRI). GRI has been assigned a task to evaluate the effectiveness of "Gyandoot" project. The effectiveness measurement has three primary constructs- customer satisfaction, cost viability, and governance effectiveness. You need to submit a report which represents the reality of the project, appraises the stakeholder (all) engagements, and suggesting the way forward. GRI also wants a sustained and ethical business relationship with the client for which this report may give a head start.
2. You are recruited as the chief traffic police officer of the city of Banarprasth (BP)- which is a very big metro city and may be compared to Delhi or Mumbai but with very less traffic infrastructure and management. You have adequate funds. Prepare a report based on research which may be presented to the cabinet for approving an e-traffic initiative. If implemented, you aspire to make Banarprasth the city having best traffic management system in India.
3. You are the VP of a company named International Business Marketing (IBM). You are in charge of the government consultancy division. This is a new division and its target business is government initiated e-governance projects. You are asked to prepare a report (based on field study, expert opinions, and industry/market research) which can be presented to the BoG and which outlines your business plan. Among other things your business plan must include capability mapping, market study, key cost drivers, key revenue drivers, time line and expected P/L sheet. Your President has asked you to prepare a research design and delivery plan for the report in two days' time. He has also asked you to give him an outline of expected report in three days' time.