3 DAY WORKSHOP ON

“A ROAD MAP FOR WRITING RESEARCH ARTICLE”

25-27 JUNE, 2014
ABOUT THE INSTITUTE
Established in 1995, Jaipuria Institute of Management, Lucknow is committed to provide quality education and develop students into successful and responsible business leaders and entrepreneurs.

The institute is recipient of "A" category status from National Assessment and Accreditation Council, and consistently figures amongst top 35 management institutes in India and amongst top 3 private management institutes in North India.
Located in Gomti Nagar, the state of the art campus comprises fully equipped conference halls / class rooms, auditorium with wi-fi facility. The library has a rich collection of on-line as well as hard bound books and journals. We at Jaipuria strive hard to ponder upon innovative ways to make teaching more effective. We believe in inclusion, dissemination of knowledge and sharing innovative practices with the fraternity (for more details please refer to: www.jaipuria.ac.in).

OVERVIEW OF THE WORKSHOP
In this age of globalization, internet connectivity and social media, research is becoming more and more important. Due to technological advances, particularly the diffusion of digital technologies and communication devices, research has become more flexible and innovative.

There is a heightened importance of research and research methods both in academia and corporate sectors; an abode of knowledge is expected to conduct genuine and high quality research which has an impact on business and society.
A Company's decisions, especially those that enable the organization's unique strategy, have long-lasting impact, often for years to come. They need to be backed and informed by research they can trust. As academicians, our promise is to help people to do research which has an industry implication.

Research today is a skill that can be taught as part of information literacy units; however, very few people understand the difference between "Googling" a topic and researching it. A lot of information is publicly available. However, a lot of peer-reviewed research, published in academic journals, is not. Writing a research paper involves researching a topic, taking notes from varied resources and then assembling those notes into a coherent paper, with an argument, and proper citations.
Publication is an integral part of the scientific method of research. Carrying out research is incomplete if the results are not published. A good author will not only "do" science but also "write" which can be read by the widest possible audience. This is best done through an original scientific article published in scientific journals.

Publication of research in peer reviewed international journals has become a requirement for students, professors, and researchers around the world. Career opportunities, promotion, contributing to the pool of scientific knowledge, opportunities to travel, monetary rewards, and gaining respect are just a few of the many reasons to publish.

Teaching and Research should be synthesized so as to bring in relevance to the academic activity in the university. Linkages with Industry as well as other Government and Non-Government organizations also have very valuable influence on the research conducted in the academic institutions.

Planning and executing a thorough research project requires an understanding of research methodology and decision making skills. Research Methodology is important to determine reliability and validity of findings in all types of research such as management, social sciences and commerce. A clear understanding of research and research methods is indispensable for researchers. Therefore it is essential to learn contemporary approaches to research using appropriate statistical techniques.

The focus of the workshop is to familiarize the participants with the tools that can be used for conducting research, with special emphasis on linking the entire research process right from problem definition, objectives, hypothesis testing, and literature review, measurement through questionnaire to analysis through appropriate techniques. Proper definition of a problem enables a researcher to set the framework of research with conceptual clarity. A comprehensive literature review will identify the gaps in literature and help establish precise and measurable objectives. This will facilitate suitable hypothesis formulation. Questionnaire construction is both an art and science requiring tests for validity and reliability, and an appropriate data analysis plan using suitable statistical techniques will link the objectives with outcomes and show the contribution of the study clearly.

This programme will empower the participant to design the entire research process with hands-on practical inputs for each and every stage of research.
OBJECTIVES

- To enable Research Scholars, teaching faculty (from any discipline of social sciences), and researchers to develop an understanding of the basic framework of the research process.

- To make participants familiar with select statistical tools for data analysis (for different research approaches).

- To understand the use of computer software (SPSS) in data analysis.

- Prepare a research proposal (for writing a research paper).

- To develop an understanding of various research designs and techniques.

COURSE CONTENT

Day 01  Conceptual Background
Session 1 - Tracking of research potential. • Introducing the topic • Objectives / Purpose
Session 2 - Developing research background through literature review • Scanning of / retrieving of relevant review of Literature • Possible model development

Day 02  Plan of Research
Session 1 - Sampling • Measurement • Scaling Questionnaire • Assignment: Design a questionnaire Purifying Data • Reliability Testing • Univariate Analysis

Day 03  Data Analysis tools
Session 1 - Factor Analysis Cluster Analysis • Regression
Session 2 - Discussing the Results • Managerial Implications • Extension of Research
HIGHLIGHTS

- Literature review through EBESCO and prowess
- Hands on experience on SPSS
- Data analysis and learning to write findings and implication of results

VALUE ADDITION

- Use electronic resources to conduct literature review.
- Demonstration of literature review through electronic databases.
- Demonstration of statistical techniques through popular software tools.
- Practical examples from previous market research.
- Preparation of research proposal - giving basic training how to conceive a sound research proposal.
- Preparation of the report - how to write the final research report, etc.

OUR APPROACH

We have designed the workshop so that participants can immediately apply what they have learned to their own research. After the workshop, participants will be encouraged to mail their revised research proposals'/ papers' to the instructor for feedback. Hence this practical, hands-on course is both highly useful and enjoyable.

RESOURCE PERSONS

Faculty from Jaipuria Institute of Management, Lucknow.
ELIGIBILITY OF THE PARTICIPANTS/PREREQUISITES

Participants should have an inclination towards research and basic knowledge of research process. Candidates who are junior faculty, postgraduates and Research Scholars in any branch of Social Sciences are eligible to apply on the prescribed format. Beginners who wish to pursue any type of research: PhD, academic publishing, market research etc are welcome. Participants can come with their doctoral research proposals (at any stage of research) to clarify their doubts. An abstract of the proposal or proposed research work needs to be sent in advance (one week) to enable discussion on the same.

Fee of the program

5000/- INR per candidate for 3 days. This is inclusive of morning tea, lunch and evening tea.

Payment

Interested participants may send their completed registration forms attached with this brochure along with the fees. Payment may be made by draft or a multicity cheque favoring "Jaipuria Institute of Management, Lucknow" or it may be done through NEFT as per following details: Name of Bank: State Bank of India, Vijay Khand, Gomti Nagar, Lucknow. IFSC Code: SBIN 0009916 Saving Bank Account Number: 10070331898

Important Dates

Registration forms along with DD should reach the contact person latest by June 1, 2014. Selection of participants would be done on first come first serve basis.
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Name of Candidate: ........................................................................................................................................................................

Designation: .........................................................................................................................................................................................

Qualification: ......................................................................................................................................................................................

Name of Institute: ............................................................................................................................................................................... 

Address for communication: ..................................................................................................................................................................

Contact No: .........................................................................................................................................................................................

E-mail: ...............................................................................................................................................................................................

List two preference areas and topic for research:

A) .................................................................................................................................................................................................

B) .................................................................................................................................................................................................

Payment Details:

Date: ...............................................................................................................................................................................................

Mode of Payment: .............................................................................................................................................................................

Accommodation required* ...................................................................................................................................................................

*Registration fee covers program fee only. Assistance would be provided by the institute for outstation candidates in finding a suitable accommodation only.

The filled in form should be mailed to: Dr. Shalini Nath Tripathi, Jaipuria Institute of Management, Vineet Khand, Gomti Nagar, Lucknow, 226 010.
The same may also be scanned and mailed to: as. sandhya@jaipuria.ac.in • shalini.tripathi@jaipuria.ac.in

In case of any query/doubt please feel free to contact

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