

Jaipuria Institute Of Management, Jaipur  
organizes

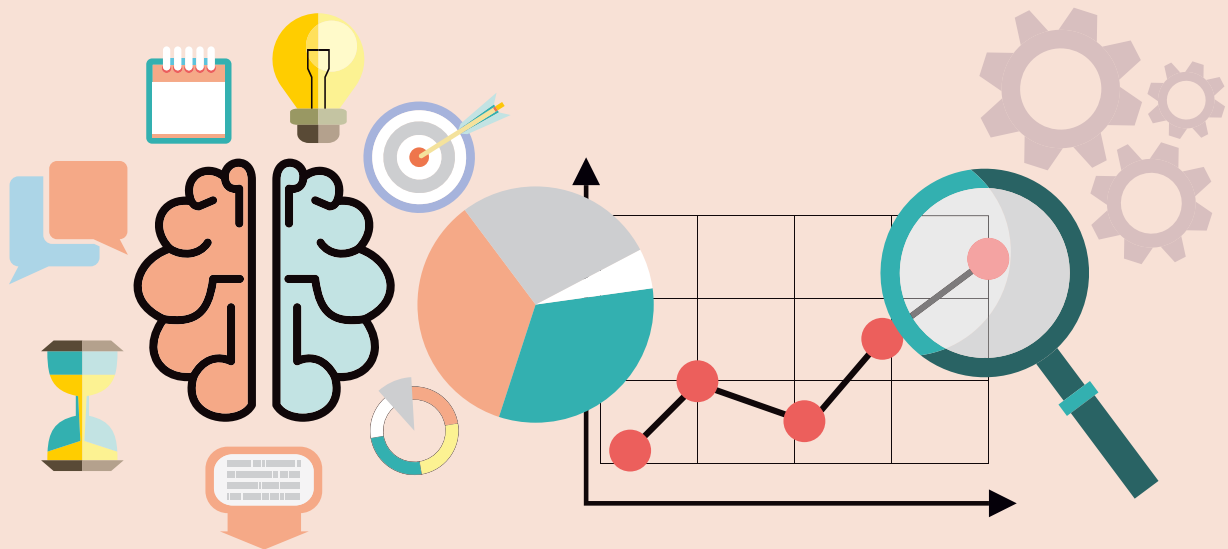
FACULTY DEVELOPMENT PROGRAM  
on

# **INNOVATIVE APPROACHES IN EXPERIMENTAL RESEARCH DESIGN:**

## **Techniques and Applications**

August 12-13, 2024

At Board Room, Jaipur Campus



## ABOUT THE WORKSHOP

This workshop is being organized for Faculty and Research Scholars to delve into the core of research essentials. Participants will gain a comprehensive understanding of experimental research, from designing experiments and pre-testing to data collection, analysis, and practical applications, enhancing their skills in both traditional and online research methods.

## WHO CAN ATTEND

This workshop is suitable for members of academia and industry alike. The sessions are planned to enhance the understanding of participants in experimental design research. The person who can gain the most out of this workshop would be:

- Faculty and Educators
- Independent Researchers
- Research Scholars
- Teaching and Research Assistants

## ABOUT THE RESOURCE PERSON



### **Prof. Suresh Malodia**

Associate Professor, MICA Ahmedabad  
suresh.malodia@micamail.in  
Academic Area: Strategic Marketing

Prof. Malodia has to his credit over fifteen years of work experience ranging from industry, consulting to academics. He started his career as an entrepreneur by starting a publishing house. He has served at various institutions of repute such as MITS University, Lakshminagarh (Raj.), ICFAI Business School and University of Petroleum Energy Studies (UPES) Dehradun and Symbiosis Institute of Business Management, Pune and Entrepreneurship Development Institute of India, Ahmedabad. He is a passionate teacher and is equally active in research and publication. Prof. Malodia has been invited as a visiting scholar at several universities of global repute including Georgia State University, Atlanta, USA, University of Agder, Norway etc., and he has developed active research collaborations at a global level with different research groups based in Norway (University of Bergen & University of Agder), Finland (LUT University), UK (Portsmouth Business School), Japan (Keio Business School, Yokohama, Japan), India (IIM, Ahmedabad, IIM, Raipur, KJ Somaiya, Symbiosis University), Italy (University of Turin), Sweden (Karlstad University, Karlstad, Sweden), France (Audencia Business School), and Abu Dhabi (Abu Dhabi University). His ongoing research focuses on consumer behavior, digitalization, digital transformation, sustainable consumption, digital artifacts such as voice assistants, digital media, metaverse, and social media behavior.

Prof Malodia has rich experience in conducting corporate training and management development programs. He has imparted training in varied management aspects to professionals working in private, public, and non-profit sectors, and has conducted faculty development programs to train faculty in business schools in areas such as research methods. He has designed intensive, interactive workshops and certifications to cater to industry and

academia's needs for skill development of managers at the top, middle and junior level, faculty members, management students, and doctoral researchers. In addition, He has been working closely with a few startups and family businesses as an advisor and helping them with strategic marketing and branding issues. He is also regarded as an effective motivational speaker and has delivered several invited talks at reputed forums across the country.

Prof Malodia has been consistent in publishing academic research in the reputed peer-reviewed top-tier refereed journals specializing in sustainability, marketing, business research, and marketing. His research appears in the Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Marketing Communications, Journal of Cleaner Production, Technological Forecasting and Social Change, Psychology and Marketing, IEEE Transactions on Engineering Management etc., among others.

## PROGRAM DETAILS

### Day 1 - 12 August, 2024

	10.00 AM	High Tea
Session	Timings	Session Title
Session 1	10.30 AM to 11.30 AM	Introduction to Experimental Research <ul style="list-style-type: none"> <li>• What is experimental research?</li> <li>• Key terms and concepts (e.g., variables, hypotheses, control groups)</li> <li>• Types of experimental designs</li> <li>• Formulating Research Questions and Hypotheses</li> </ul>
Break	11.30 to 11.45 AM	Tea Break
Session 2	11.45 AM to 1.15 PM	Pre-testing in Experimental Research <ul style="list-style-type: none"> <li>• Importance of pre-testing</li> <li>• Steps to conduct a pre-test</li> <li>• Adjustments based on pre-test results</li> </ul> <i>(Step-by-step guide on pre-testing with examples)</i> <i>Hands-on activity: Designing a pre-test for their experiment)</i>
Lunch	1.15 PM to 2.15 PM	Lunch break
Session 3	2.15 PM to 3.15 PM	Designing an Experiment <ul style="list-style-type: none"> <li>• Elements of experimental design (e.g., randomization, control)</li> <li>• Ethical considerations in experimental research</li> <li>• Methods of data collection in experimental research (e.g., surveys, observations, measurements)</li> <li>• Ensuring reliability and validity in data collection</li> </ul>
Break	3.15 to 3.30 PM	Tea break
Session 4	3.30 PM to 5 PM	Types of Experiments: Within-Subjects vs. Between-Subjects <ul style="list-style-type: none"> <li>• Differences between within-subjects and between-subjects designs</li> <li>• Formulating experiments for each type</li> <li>• Examples and case studies</li> </ul> <i>(Practical exercise: Creating within-subjects and between-subjects experiments)</i>
	05.00 AM	High Tea

## Day 2 - 13 August, 2024

09.30 AM		High Tea
Session	Timings	Session Title
Session 1	10.00 AM to 11.30 AM	Manipulation Checks and Conducting Experiments <ul style="list-style-type: none"><li>• Importance of manipulation checks</li><li>• Steps to conduct manipulation checks</li><li>• Practical tips for running experiments</li><li>• Practical steps to conduct an experiment</li></ul> <i>(Hands-on activity: Designing manipulation checks for their experiments)</i>
Break	11.30 to 11.45 AM	Tea Break
Session 2	11.45 AM to 1.15 PM	Data Collection and Basic Analysis <ul style="list-style-type: none"><li>• Methods of data collection</li><li>• Ensuring data reliability and validity</li><li>• Managing and recording data</li><li>• Dealing with unexpected issues during the experiment</li><li>• Introduction to basic statistical techniques</li></ul>
Lunch	1.15 PM to 2.15 PM	Lunch break
Session 3	2.15 PM to 3.15 PM	Practical exercise: Analyzing real-life data examples Workshop: Writing and presenting a research report
Break	3.15 to 3.30 PM	Tea break
Session 4	3.30 PM to 4.30 PM	Online Experiments vs. Lab Experiments and A/B Testing <ul style="list-style-type: none"><li>• Differences between online and lab experiments</li><li>• When to use each type</li><li>• Introduction to split testing and A/B testing</li></ul> <i>(Practical exercise: Designing an A/B test)</i>
04.30 PM		High Tea



## FEE DETAILS

Prior registration of the participants is mandatory for attending the workshop. The fee details of different category of participants are as follows:

S.No.	Participant Category	Fees Applicable
1.	Research Scholars/Teaching Assistants/ Research Assistants	INR 2000
2.	Faculty Members	INR 3000
3.	Foreign Participants	USD 50

The registration fees include reading material shared by session instructor, and merit certificates for the workshop. Fees paid are non-refundable unless the workshop is cancelled due to unavoidable situations.

## PAYMENT DETAILS FOR REGISTRATION

Interested participants can pay the fees throughs IMPS or by scanning the QR Code provided below:

A/c Number	913010055532925
Account Name	Jaipuria Jaipur Fees Collection Account
IFSC Code	UTIB 0000040
Bank Name & Branch	Axis Bank, Pitampura, New Delhi



## HOW TO APPLY

Interested persons can apply till 11th August 2024 by paying the registration fees and filling the form with the link below:

<https://forms.gle/YM1lj9XgGes76zKQ8>

In case of any queries, you may contact

**Ms. Ashima Agrawal**

at [ashima.agrawal.fpm21j@jaipuria.ac.in](mailto:ashima.agrawal.fpm21j@jaipuria.ac.in)

or call at +91 90017 88595.

## ABOUT JAIPURIA, JAIPUR

Jaipuria Institute of Management, Jaipur is a part of Jaipuria group of institutions established under the Integral Education Society. The Jaipuria group has a long heritage of providing educational excellence to the youth of India since the establishment of Seth Anandram Jaipuria College in Calcutta (now Kolkata) in 1945. The first management institute of Jaipuria was established in 1995 in Lucknow, followed by Noida (2004), Jaipur (2006) and Indore (2010). The PGDM program offered at Jaipuria Institute of Management, Jaipur is approved by the AICTE (All India Council of Technical Education), accredited by the NBA (National Board of Accreditation) and recognized by AIU (Association of Indian Universities) as equivalent to MBA degree. The institute also runs AICTE approved PGDM-Service Management program and doctoral level Fellow Program in Management (FPM). The institute has been awarded Graded Autonomy (Grade 2) from AICTE and it has been listed under Great Place to Work by Great Place to Work Institute. The institute is also advancing towards international AACSB accreditation and crossed important milestones.

The institute strives to inculcate life-skills in students and provide them opportunity and assistance in what they would want to become in life. IIM Ahmedabad has written a case study on Jaipuria Institute of Management, Jaipur focusing on student engagement initiatives and its attempt to blend formal and informal learning system. The infrastructure, ambience, learning ecosystem available at Jaipuria-Jaipur altogether provides excellent, conducive, and serene milieu for students to grow and realize their potential. There are four pillars of student centric learning model at Jaipuria Institute of Management, Jaipur. 1. Deeper Industry interface through sharing of learning and MoUs, Mentoring and Internship 2. Blending of formal & informal learning and strong individual Development Plans IDPs 3. Leveraging technology to provide 24\*7 learning environment, and 4. Emphasis on holistic development through strong social connect and global exposure. Jaipuria Institute of Management, Jaipur takes concerted efforts towards enhancing deep learning resulting into significant learning experiences and meaningful student engagement leading to several positive outcomes in terms of improved employability and improved placements.

## FDP COORDINATORS



**Dr. Ramzan Sama**

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**Ms. Ashima Agrawal**

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