

# IMI BHUBANESWAR

in collaboration with

**EGADE Business School, Mexico**

JANUARY **21-23** 2025



organizes

**Workshop on contemporary  
research methodology**

## FDP Registration and Fees

**Academicians and Industry**

**Practitioners:**

**5000 + GST:**

Three days non-residential

**7500 + GST:**

Three days residential (Twin Sharing)

**Research Scholars:**

**4000 + GST:**

Three days non-residential

**6500 + GST:**

Three days residential (Twin Sharing)

# About the Instructors:

## Prof. Rajagopal

Distinguished professor of Marketing and Business at EGADE Business School of Monterrey Institute of Technology and Higher Education (ITESM)



## Prof. Manit Mishra

Professor (Marketing) at International Management Institute Bhubaneswar.

## Workshop overview:

**Focus:** Research fundamentals: objectives, problem statements, literature reviews, hypothesis construction, CB-SEM analysis.

**Skills:** Hands-on qualitative methods, data analysis, content analysis, and writing improvement.

**Approach:** Lectures, case studies, small group sessions.

**Goal:** Equip participants to conduct research projects with practical and theoretical insights.

**Duration:** 3 Days.

**Target:** Academicians, Research Scholars, Industry Practitioners.



INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR

For Registration link: <https://forms.gle/T6c6KjUQVagUKhg3A>

For Payment click here: <https://forms.eduqfix.com/imi/ad>

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