



INTERNATIONAL MANAGEMENT INSTITUTE  
BHUBANESWAR  
*Shaping global leaders for tomorrow*

# QUALITY TEACHING & RESEARCH

AICTE sponsored 6 day  
Short term training  
programme (STTP)  
under AQIS



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January 11-16, 2021

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**International Management Institute (IMI)**  
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*“Today the social scientists are enamored of numbers and counting... Rarely do they stop and ask what lies behind the numbers?”* [Churchill Jr., (1979) quoting *Marketing News* dated May 5, 1978, p. 1]. The quantitative information available for managerial decision making has increased manifold in recent years. However, this information has to be mined using appropriate statistical techniques and combined with common-sense to derive knowledge out of it. Effective knowledge creation leading to innovative insights is essential for both academia and industry. The academia needs to continuously learn and upgrade itself about the scientific methods of doing research. This is vital for generating key insights and thereby, assists the industry to be more profitable and accurate in its decisions. The FDP on “Multivariate Data Analysis for Advanced Research” is highly essential in the context of latest developments in area of research methods and need to familiarize the faculty community with these methods through hands-on experience.

## **OBJECTIVES**

This STTP is being envisaged with the following objectives:

- To familiarize participants with updated pedagogical tools and techniques.
- To develop among participants the competency to assess a business predicament under uncertainty and choose the appropriate research technique to generate relevant insight.
- To enlighten the participants on how to publish in high category journals
- To expose participants to a set of multivariate statistical methods for quality research.
- To enhance the efficiency of participants in using PC- based software for extracting information.

## **COURSE CONTENT**

- Case method of teaching
- Teaching using simulations
- Improving statistical thinking
- Econometrics
- Multivariate data analysis
- Machine learning algorithms
- Criteria for choosing appropriate journal
- Writing a research paper

## **RESOURCE PERSONS**

Resource persons are from IMI Bhubaneswar and other reputed institutions.

## **TAKE - AWAYS**

Upon successful completion of this programme, participants would benefit in terms of:

- Awareness of latest concepts and pedagogical tools.
- Awareness regarding how to publish in quality journals.
- Clarity in concepts behind key research techniques and in-demand software tools.
- Ability to use software tools such as Excel Miner, SPSS, and R.
- Usage of the above-mentioned research methods for their own research leading to knowledge creation.
- Keeping pace with the research findings published in reputed journals from across the world due to their familiarity with research methods.

## **PEDAGOGY**

The teaching methodology will be an optimum amalgamation of classroom discussions, hands-on experiments on data using appropriate data analysis software, and best-practices identification.

## **ELIGIBILITY**

The course is open to all faculty/research scholars belonging to AICTE approved institutions/University departments.

## **REGISTRATION**

**There is no registration fee for faculty/research scholars from AICTE approved institutions/University departments.** Participants are requested to fill-up the Registration Form and send the hard copy to the address mentioned. The participants should also mail us the scanned copy of their application to ([aictefdp@imibh.edu.in](mailto:aictefdp@imibh.edu.in)). Registration will be confirmed only after receiving the Registration Form duly signed by the participant and Head of the parent institution. Selection will be based on **first come first served basis** since the registration is open to 40 participants. Participants will be reimbursed TA as per approved rates for the programme on request. Accommodation for the participants will be provided in campus on request.

## **CERTIFICATE**

The participants will be provided with Certificate on successful completion of the programme.

## **IMPORTANT DATES**

- Last date of receiving Registration Form: **20 November 2020**
- Confirmation to the participants: **30 November 2020**
- Arrival of participants and registration at IMI Bhubaneswar: **10 January 2021**
- Completion of the programme: **16 January 2021**

## **CHIEF PATRON**

Prof. Ramesh Behl  
Director, IMI Bhubaneswar

## **COORDINATOR**

Prof. Manit Mishra, Associate Professor

## **PROJECT MONITORING COMMITTEE**

Prof. Bindu Chhabra, Professor  
Prof. Rohit Vishal Kumar, Associate Professor  
Prof. Santanu Das, Associate Professor

## **ABOUT INTERNATIONAL MANAGEMENT INSTITUTE (IMI) BHUBANESWAR**

International Management Institute (IMI) Bhubaneswar, established in 2011, is a young institute which achieved the coveted position of 63<sup>rd</sup> rank in National Institutional Ranking Framework (NIRF) 2020 conducted by Ministry of HRD, Govt. of India. IMI Bhubaneswar currently offers Post Graduate Diploma in Management (PGDM), PGDM (Part Time) and FPM (equivalent to Ph.D.) programmes which are approved by AICTE. The flagship PGDM programme is accredited by NBA (National Board of Accreditation) and has got equivalence from AIU (Association of Indian Universities). IMI programs are also accredited and recognized by United States Board for Education Standardization (USBES), USA.

The institute is a member of European Foundation for Management Development (EFMD), Association of Management Development Institutions in South Asia (AMDISA) and Association of Indian Universities (AIU). Inspired by the Prime Minister's vision of Start-up India to create more job creators than job seekers, IMI Bhubaneswar has created robust entrepreneurship cell which has recently organized number of workshops and events in collaboration with Department of Science & Technology, Institute of Entrepreneurship Development, MSME Department and National Entrepreneurship Network (NEN).

IMI Bhubaneswar has also set up its own Incubation Foundation to promote and support entrepreneurship among students. IMI Bhubaneswar has endeavoured to create international alliances through its tie-ups with EGADE Business School, Mexico City, Mexico; Sichuan Academy of Social Sciences (SASS), Chengdu, China; ESC Rennes, France; and Manhattan Institute of Management (MIM), NY, USA. IMI Bhubaneswar organises three international conferences every year in collaboration with international partner institute to provide an ecosystem for global learning, opportunities for international level student exchange, research collaborations, and opportunities to interact with global leaders.

The institution is also regularly coming out with SCOPUS indexed conference anthologies published by Palgrave Macmillan. IMI Bhubaneswar draws sustenance through creation, dissemination and application of knowledge which integrate seamlessly with each other to translate into research, teaching, and training for our stakeholders.

### **FOR REGISTRATION, PLEASE CONTACT:**

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ON  
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**REGISTRATION FORM**

1. Name (In capital letters): Dr./Mr./Ms. \_\_\_\_\_
2. Designation: \_\_\_\_\_
3. Qualification: \_\_\_\_\_
4. Name of the organization/institute: \_\_\_\_\_  
\_\_\_\_\_
5. Teaching experience: \_\_\_\_\_
6. Address for correspondence: \_\_\_\_\_  
\_\_\_\_\_
- Mobile: \_\_\_\_\_ E-mail id: \_\_\_\_\_
7. Is the institution approved by AICTE: YES/NO
8. Is the institution a University department: YES/NO
9. Do you require accommodation in IMI-B campus: YES/NO

The given information is true to the best of my knowledge and belief. I agree to abide by the rules and regulations governing the programme. If selected, I shall attend the course for the entire duration.

**Signature of the Candidate**

Dr./Mr./Ms. \_\_\_\_\_

is a faculty / research scholar of \_\_\_\_\_

and is hereby recommended for the programme. He/she will be permitted to attend the programme, if selected.

**Date:**

**Seal:**

**Signature of the Head of the Institution**