

ONLINE RESEARCH FDP (2021-2022)

TITLE: Case study as a research method

DATE: 11th February' 2022 (10:00 AM Onwards)

DURATION: 3 Hours

OBJECTIVES:

- Introduce the participants to the case study research methods
- To help participants understand the steps to perform the case study research

CONTENT:

- Getting to know – Whether and when to use the case study as a research method
- Designing case studies – Establishing logic of your case study
- Collecting case study evidence – The principles to follow while collecting evidence
- Analyzing case study evidence
- Reporting case study evidence

PEDAGOGY: The session will be a situation-based class-room discussion

FOR WHOM: Faculty members and Researchers

FDP DIRECTORS: Prof. Amit Shrivastava & Prof. Kapil Pandla



Dr. Shrivastava is an Assistant Professor in Marketing, Strategy and General Management area at IMI Bhubaneswar. He holds PhD in Rural Consumer Behavior.

Prior joining IMI, he was with N.L. Dalmia Institute of Management Studies and Research for over three years. He has more than 22 years of industry and academic experience. Apart from teaching and research, he has been involved with conducting management development programs in Customer Relationship Management, Sales Management to Busy Infotech, Bharat Diamond Bourse, Indian Institute of Banking and Finance etc. He has taken training for Medium and Small & Medium Enterprise sector on Managing Sales Function. He has published cases in Ivey-League and other reputed case publishing house. He has published several papers and presented paper in national and international conferences.



Dr. Kapil Pandla is Dean - Business Development at IMI, Bhubaneswar. Prior to joining IMI, Bhubaneswar, he served at NIIT University, as Associate Professor and Area Director, Management.

He is Ph. D. in Organisational Behaviour and MBA in HR has got experience of more than 19 years. He had also worked with IFIM Business School, Bangalore, Gautam Buddha University, Greater Noida, Jaipuria Institute of Management, Noida, Aravali Institute of Management, Jodhpur. He has published research papers and case studies in Journals of International and National Repute. He has also conducted Management and Officers Development Programmes for Various Public and Private Sector Organisations. He is on the Board of Advisors for Confederation of Education Excellence.



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