



RP-Sanjiv Goenka
Group
Growing Legacies


BHUBANESWAR

IMI Bhubaneswar
in collaboration with
EGADE Business School, Mexico



organizes

**Workshop on
Contemporary Research
Methodology**

January 21-23, 2025

Workshop Description

This workshop will introduce participants to fundamentals of setting-up research objectives, developing problem statement, contributions of the research, theoretical motivations, literature review, and construction of hypotheses in research projects under various management and social sciences disciplines. Subsequently, the workshop will delve into multivariate data analysis technique of covariance-based structural equation modelling (CB-SEM) and on publishing in high impact journals. Participants will gain hands-on experience in various qualitative methods and data analysis techniques while carrying out a research project related to their area of interest. This course prepares doctoral students to use both qualitative and statistical techniques in literature review and content analysis by reviewing the previous studies and theoretical concepts. This course/workshop is designed to deliver the fundamentals of research methods that contributes contemporary insights and depth to the understanding of the social and managerial research projects.

Workshop structure and approach

The workshop is structured to help students to design and carry out a research project with inherited fundamental process. Discussion on the topics will be based on lecture sessions, articles, and case studies. Students would be encouraged to identify a research-based issue that can fit into the conventional research process. Practical assistance will be given for content analysis and improving the writing skills. Small group sessions are used to critically appraise the learning in each module.

The central goal of this course is preparing student researchers to impart knowledge and skills in developing introductory sections of the research, critically examining relevant theories, conduct bibliometric analysis, develop and test right research models. In class, participants will have hands-on experience on the activities mentioned above.

Workshop Duration: 15 Hours

Participants: Academicians, Research Scholars, and Industry Practitioners.

The objectives of this workshop are to deliver knowledge and skills in the following aspects:

To become familiar with the basic research process, style, and logic frameworks in research methods.

To understand the ways to identify relevant theories, understand, build relevance, and interpret to support the research thematically.

To understand the available techniques literature review, bibliometric analysis, and content analysis.

To be able to construct research models to conduct studies in a systematic manner.

To undertake CB-SEM for executing multivariate data analysis.

To understand the research ecosystem for publishing in high impact journals.

Sessions Plan	Module	Deliverables	Session schedule	#Hours
21st January 2025 (Prof. Manit Mishra, Professor, IMI Bhubaneswar)				
L01	Publishing in high impact journal	Understanding the publishing ecosystem, databases, and categorisations, crafting a publishable manuscript	Morning	2 Hours
L02	Covariance-based Structural Equation Modelling	Understanding the conceptual nuances of CB-SEM, assessing measurement model, Confirmatory factor analysis (CFA), testing construct validity, assessing structural model	Afternoon	3 Hours
22nd January 2025 (Prof. Rajagopal, Professor, EGADE Business School, Mexico)				
L03	Nuances of Research	Fundamentals of management marketing research, social science attributes, research eco-system, R-3 Factors (Reasoning, Reviewing, Reinforcing), critical thinking, preamble, defining objectives, statement of problem, contribution statement, structuring research project	Morning	2 Hours
L04	Theory, Literature Review, and Framework of Hypotheses	Examining theoretical fit to research framework, contemporary analysis, interpretations, and cognitive ontologies, Bibliometric analysis, identifying gaps in literature, topical extensions, relevance of regional studies, Contextuality to hypotheses, Research questions, hypotheses statements, null hypothesis, Assumptions, Probabilities, Occurrences, and Consistency (APOC) n research process	Afternoon	3 Hours
23rd January 2025 (Prof. Rajagopal, Professor, EGADE Business School, Mexico)				
L05	Study Design and Methodology	Setting study design, developing research instrument, variables and construct of measures, scale development, data collection, pooling, and validation, research methodology-Qualitative, Quantitative, Mixed Method Research	Morning	2 Hours
L06	Results and Discussion	Data analysis patterns, redundancy and biasness, optimization, hypotheses validation, discussions, implications	Afternoon	3 Hours

About the Instructors

Rajagopal

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



Rajagopal is Distinguished Professor of Marketing and Business at EGADE Business School of Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and Life Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is also Fellow of the Chartered Management Institute, and Fellow of Institute of Operations Management, United Kingdom. Dr. Rajagopal is serving as Visiting Professor at Boston University, Boston, Massachusetts since 2013 and is also engaged in teaching courses at the UFV India Global Education of the University of the Fraser Valley, Canada.

He has been listed with biography in various international directories. He offers courses on Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programs. He has imparted training to senior executives and has conducted over 75 management and faculty development programs. Dr. Rajagopal holds post-graduate and doctoral degrees in Economics and Marketing respectively from Pandit Ravishankar Shukla University in India. His specialization is in the fields of Marketing Management, Rural Economic Linkages and Development Economics. Under the supervision of Dr. Rajagopal, 6 students got the PhD degree awarded from EGADE Business School since 2010.

He has to his credit 71 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing and International Journal of Business Competition. Dr. Rajagopal served as Regional Editor of Emerald Emerging Markets Case Studies (2012-19), published by Emerald Publishers, United Kingdom. He is on the editorial board of various journals of international repute. Currently Dr. Rajagopal holds the honor of the highest level of National Researcher-SNI Level- III. He has been awarded UK-Mexico Visiting Chair 2016-17 for collaborative research on 'Global-Local Innovation Convergence' with University of Sheffield, UK, instituted by the Consortium of Higher Education Institutes of Mexico and UK.

Dr. Rajagopal has been conferred the Overseas Indian Award (Pravasi Bhartiya Samman Award) in January, 2023 for his outstanding contribution in the field of Education. This is the highest honor conferred by the President of India. This award has been conferred in acknowledgement of the outstanding achievement in the field of Education in India, Mexico, and the USA.

About the Instructors

Manit Mishra

Professor (Marketing) at International Management
Institute Bhubaneswar.



Mani Mishra is Professor (Marketing) at International Management Institute Bhubaneswar. He is recipient of the prestigious AIMS-ICFAI Best Teacher in India Award for the year 2023. This award is presented to one management faculty in India every year by Association of Indian Management Schools (AIMS). He has obtained his Ph.D. from Utkal University, Bhubaneswar, Odisha, India. His teaching expertise includes Marketing Analytics, Marketing Research, and Consumer Behavior. His areas of research interest are marketing modelling; and applying statistical as well as machine learning methods to structured and unstructured marketing data. His current research stream focuses on unearthing consumer insights through topic modelling. Prof. Mishra has six ABDC "A" category research publications out of which two are single authored. He has 30 SCOPUS indexed publications. Prof. Mishra has published research papers in International Journal of Consumer Studies; Psychology & Marketing; Journal of Retailing and Consumer Services; Journal of Purchasing and Supply Management; International Journal of Retail & Distribution Management; International Journal of Market Research; and Journal of Marketing Analytics, besides other publications. Prof. Mishra is Associate Editor of the journal Global Business Review. He conducts training programmes in CRM, persuasion skills, and structural equation modelling. He has received funding for seven research projects from AICTE, ICSSR, and AIMS. He is also an empanelled thesis examiner for University of Strathclyde, Glasgow, Scotland.

FDP Registration and Fee

Academicians and Industry Practitioners:

7500 + GST:

Three days residential (Twin Sharing)

5000 + GST:

Three days non-residential

Research Scholars:

6500 + GST:

Three days residential (Twin Sharing)

4000 + GST:

Three days non-residential

*Group discount: Rs. 1000 per participant (three or more participants from the same institute/industry of same level)
Fee includes refreshments, lunch, and FDP material.

For Registration link:

<https://forms.gle/T6c6KjUQVagUKhg3A>

For Payment click here:

<https://forms.eduqfix.com/imi/add>

OR

The Demand Draft can be drawn in favor of International Management Institute payable at Bhubaneswar and should reach the conference convener mentioned below:

**The FDP Convener,
International Management Institute,
IDCO, Plot # 1, Gothapatna, PO: Malipada,
Dist: Khurda, Bhubaneswar- 751003, Odisha**

The details for NEFT/RTGS transfer are:

**International Management Institute, Bhubaneswar
Allahabad Bank, Account No. 50071252726
IFSC-ALLA0210329, Branch Code- 0329
Bapuji Nagar, Bhubaneswar-751009**

In case of RTGS/NEFT transfer, also email to FDP convener (mdp@imibh.edu.in) providing the following details: Name and Designation of the Participant, Bank Name, UTR Number, Date of Transfer, Amount of Transfer.



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