National Workshop on Business Research Methods
Faculty of Management Studies, University of Delhi
2nd and 3rd May 2014

About the Workshop
Business organizations are facing new challenges. Along with renewed competition brought about by globalization, they now confront unpredictable global economic scenarios and fast depleting natural resources. In this environment decision making has become more complex and difficult. It is imperative to identify and research problems with the objective of creating knowledge for the benefit of business, economy and society at large.

The workshop aims to develop an understanding of the entire research process. Though the level of discourse would be introductory, participants with experience would get ample opportunities at discussing more advanced concepts. The initial focus would be on research design and strategy. Alternative ways of doing research will be discussed along with things that are important during research. The purpose and methods for data collection would be discussed. Later emphasis would be on building understanding and appreciation for using tools in Qualitative and Quantitative data analysis. Participants would learn to recognize situations that require statistical analysis, learning how to select and apply appropriate technique. The workshop will consist of lectures and hands on practice sessions.

Program coverage
- Research problem definition, framing of objectives
- Framing research questions
- Formulation of Hypotheses
- Qualitative and Quantitative data collection
- Descriptive statistics, Bi-variate and Multivariate analysis
- Introduction to Structural Equation Modeling
- Ethical issues in business research
- Lab exercise using IBM-SPSS software

Who should attend? The program should be useful for business analysts, faculty members and research scholars. Corporate executives working in the domain of business intelligence and analytics would also find the program useful.

Number of participants would be restricted to 30. Selection would be on first come first served basis.

Date and Venue
May 2nd and 3rd, 2014
Faculty of Management Studies, University of Delhi, Delhi
Program Faculty
Resource persons would be from among the teaching faculty of Faculty of Management Studies.

Prof. M.L. Singla
He is professor of Information Systems at FMS. Dr. Singla has been a faculty member at FMS since 1985. He has over 28 years of professional experience both in Academics and Industry in the specific areas of Information Systems, Business Process Re-engineering, e-Governance, SCM/CRM, Strategic IT Management and Decision Support Systems. He has published more than 25 Research Papers, 2 Books and completed 3 Research Projects.

Prof. S.S. Sengupta
Dr. Sengupta is currently Professor at Faculty of Management Studies. Her areas of specialization/interest are Corporate Social Responsibility, Generating Happiness at Workplace, Developing Intra- Psychic Health at Workplace and Integrating. Prior to FMS, she was with the Indian Institute of Management, Calcutta. She has a number of publications to her credit in national and international refereed journals of high repute. She is also associated with various professional bodies like International Association of Cross-Cultural Psychology, U.S.A., POWERNET and The Society for the Psychological Study of Social Issues, Michigan.

Dr. Kavita Singh
Senior faculty in the area of Organizational Behaviour, Organization Change and Effectiveness, Organization Development and Counseling skills for Managers. Her areas of interest also include knowledge management and Disaster Management. She has published papers in various National and International journals and has authored three books.

Dr. A. Venkat Raman
Senior faculty in HR and Health Policy. He has more than 20 years of experience in teaching, research, and consulting in HRD, and health policy. He has written extensively on public private partnership in health sector and on HR issues in business organisations. He has worked in an international NGO, prior to academic career. He has published a number of research articles and a book on PPP.

Dr. Amit Bardhan
Faculty in the area of Management Science. He has more than twelve years of teaching and research experience. He has published research articles in the areas of Reliability, Optimization and Marketing analytics.

Dr. Hamendra K. Dangi
Faculty in the area of Marketing. His current research interests also include the area of disaster management. He has published research papers in reputed journals. He has conducted workshops/MDPs/FDPs on research methodology/SEM.
Program Fee
The participation fee is Rs. 4000 per participant. This includes workshop kit, lunch and refreshments. Accommodation on payment of Rs.1000 will be arranged in the University of Delhi guest house (subject to availability).

Payments may be made through Demand drafts/Cheques in favour of ‘Registrar, University of Delhi’ and made payable at Delhi/New Delhi. Last date for accepting registration is April 16, 2014.

FMS @ DU
Faculty of Management Studies, University of Delhi more popularly known as FMS is the oldest business school of India. For more than half a century it is playing a seminal role in the growth of management education. One of the early proponents of a formal degree of Master of Business Administration in the country, FMS, over the years, has produced very successful business leaders, management thinkers, and wealth creators. By virtue of being housed in the national capital and more so as part of University of Delhi, it attracts the best of minds – be it faculty or students.

The Faculty of Management Studies focuses on management education more than just business management. The commitment is thought leadership with a deep understanding of business. The approach to pedagogy combines fieldwork, case studies and instrumented feedback with a strong emphasis on concepts and theory. The intent is to encourage intellectual curiosity and open minds to the adventure of ideas.

FMS offers MBA programs for full time students, working executives and healthcare practitioners. It also has a thriving PhD program.

Dean, FMS
Prof. Raj S. Dhankar

Workshop coordinators
Dr. Amit Kr. Bardhan
Dr. Hamendra Kr. Dangi

Address for communication
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University of Delhi
Delhi 110007
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E-mail: brmworkshop@fms.edu
Registration form  
National Workshop on Business Research Methods  
2nd and 3rd May 2014

Name:___________________________________________________________
Designation, Organization: ____________________________________________

Address for Communication: ____________________________________________
________________________________________________________________________
________________________________________________________________________

E-mail: _____________________________________________________________
Phone no.(O): ___________________________ Mobile: __________________________

Qualification: __________________________________________________________
Area of specialization: ___________________________________________________
Research interests: _______________________________________________________

Registration fee:
O Rs. 4000
O Rs. 5000 (With accommodation in Delhi University guest house for 2 nights*)

Mode of payment
DD/Cheque no.: ___________________________ Date: _________________________
Bank and Branch: __________________________________________________________
Payable at: ______________________________________________________________

DD/Cheques should be in favour of “Registrar, University of Delhi” and made payable at Delhi/NewDelhi

* Subject to availability of rooms in guest house. Please intimate your travel details in advance
Note: Registration is on first come, first served basis. Last date for accepting registration is April 16, 2014.

Signature

Contact address:
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