

SEVEN DAYS NATIONAL WORKSHOP
ON
RESEARCH METHODOLOGY
8th March – 14th March 2019



DEPARTMENT OF RURAL MANAGEMENT
SCHOOL OF MANAGEMENT STUDIES
BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY
(A CENTRAL UNIVERSITY)
LUCKNOW-226025

ABOUT THE WORKSHOP

Research Methodology is continuously evolving and dynamic in nature and arms the researchers with a broad outlook about the research. Solutions to pertinent problems via application of systematic search coupled with statistical justifications forms the core of research. Catering to the challenges & opportunities in the way of research, we intend to provide a platform for research intensive knowledge sharing. The workshop aims to improve the research skills & competence amongst the researchers by putting impetus on their theoretical knowledge as well as by giving them hands-on training via plethora of learning modules aimed at improving research tactics of the participants.

OBJECTIVES OF THE WORKSHOP

The chief objective of this workshop is to develop the research & analytical skills among researchers. It would comprise:

- Defining of clear research problems.
- Qualitative and Quantitative Research Design.
- Qualitative & Quantitative Data Collection.
- Schedule, Interview, Observation etc.
- Application of Statistical Tools in research.
- Analysis, Interpretation and Presentation of research results.

OUTLINE OF RESEARCH TOPICS

Broad outline of proposed topics to be included in the workshop:

- Research problem and research design
- Measures of scale and sampling considerations
- Qualitative analysis of data (Case Study, Grounded theory)
- Hypothesis testing
- Use of statistical packages (SPSS)
- Measures of Central Tendencies
- Parametric and Non-parametric tests
- Correlation & Regression analysis
- Factor & Discriminate analysis
- Cluster analysis

- Report writing, Field & Report Presentation

RESOURCE PERSONS:

Resource persons are selected from a panel of eminent Professor/Associate Professor/ Corporate Professionals.

Program Director: Prof. M.S. Khan

Head, Department of Rural Management

Dean, School of Management Studies.

TARGET PARTICIPANTS

Target participants for the proposed course are those who are pursuing Research inclusive of Research Scholars (Ph.D & M.Phil) , Academicians and Peoples from Corporate World.

HOW TO APPLY

The duly filled registration form along with the prescribed fee should reach the Department of Rural Management, SBBT, Phase 111, Building, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow-226025' on or before **1st March, 2019**. The Registration form is attached at the bottom of the brochure. Payment of Registration fee is to be done through a **Demand Draft from a Nationalized Bank** drawn in favor of **Director, MRW 2019**, payable at Lucknow or **Online Mode**.

REGISTRATION FEES

Registration Type	Registration Fees
Research Scholars/ Students	INR 2500/- (Rs. Twenty Five Hundred Only)
Faculty / Academicians	Rs.3000/-(Rs. Three Thousand Only)
Corporate Professionals	Rs.5000/-(Rs. Five Thousand Only)

- **The participation fees are to be transferred only through Bank Draft or Online Mode & the Bank Details are as under:**

Beneficiary Name	Director, MRW 2019
Name of Bank	CANARA BANK
Branch	CANARA BANK,VIDYA VIHAR, RAEBARELI ROAD, BBA UNIVERSITY, LKO
Bank A/c No.	2900101014595
IFSC-CODE	CNRB0002900
MICR-CODE	226015012
Bank Address	VIDYA VIHAR, RAEBAREILY ROAD, BBA UNIVERSITY, LKO
District	LUCKNOW
State	UTTAR PRADESH-226025
Phone	9889160102,8853353170
email	shakeeldrm@gmail.com

Note: Selection will be based on first come first serve basis as number of seats has been kept restricted. Candidates selected will be intimated by **4th March 2019**. A certificate of participation will be issued to participants for attending the workshop. **Full attendance is mandatory.**

VENUE AND DATES

The workshop will be organized from **March 8-14, 2019** at Department of Rural Management, SBBT Phase 111 Building, Babasaheb Bhimrao Ambedkar University (A Central University), Lucknow-226025.

ABOUT UNIVERSITY & DEPARTMENT

Babasaheb Bhimrao Ambedkar University is one of the premier Central Universities in the country which started functioning in the year 1996, with the objectives to promote advanced knowledge by providing instructional and research facilities, to make appropriate measures for promoting innovation in teaching learning processes in interdisciplinary research. The School for Management Studies (SMS) was established in the year 2010. The main objective of the School is to produce socially, culturally and economically sensitive leaders in the field of Management. The department offers MBA (Rural Management), MBA (Marketing Management), MBA

(Human Resource Management), MBA (Finance Management), M.Phil and Ph.D, BBA & B.Com (Hons) programs. School has its own team of experienced, well qualified and highly motivated faculty members who have come from different parts of the country and making their best effort to give school and the department a new height and dimension.

**Seven Days National Workshop
On
Research Methodology
Department of Rural Management
School Of Management Studies
Babasaheb Bhimrao Ambedkar University
(A Central University)**

08th March- 14th March, 2019

Registration Form

1	Name of the Participant	
2	Designation & Organization	
3	Gender	Male/Female
4	Educational Qualifications (Mention Highest only)	
5	Correspondence Address (including Pin Code)	
6	Email ID	
7	Mobile Number	
8	Accommodation Required:	YES/ NO
9	Payment Details	
10	Any other information	

Signature of Candidate

Signature by the Head/Supervisor with stamp

N.B: The filled up form alongwith the fee receipt may be sent by email/post to: Prof. M. S. Khan, Head, Department of Rural Management, School of Management Studies, Vihar, Raebareli Road, BBAU, Lucknow -226025