

Theme: Recent Paradigms in Business Research & Data Analytical Tools

Objective of the Program:

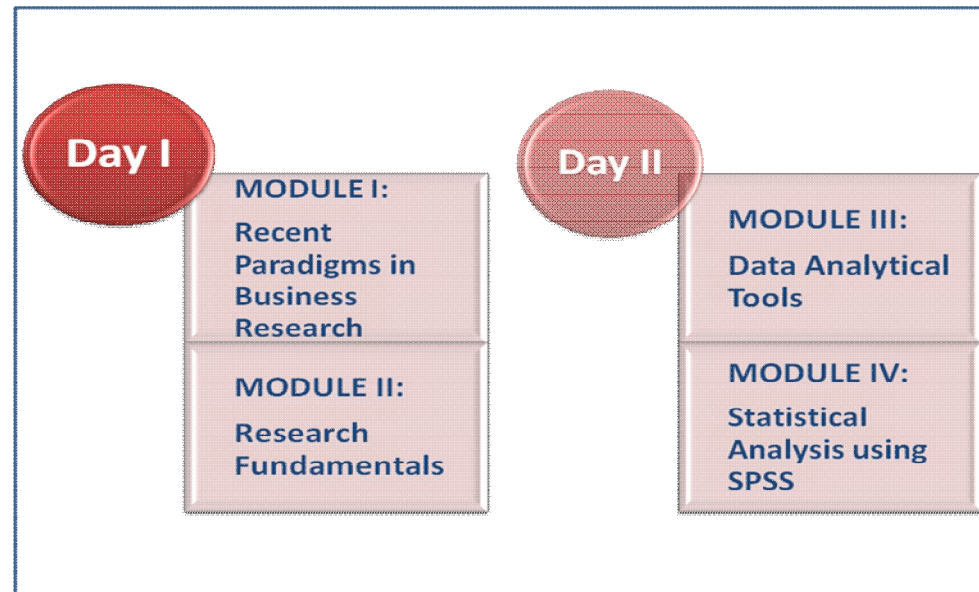
Decision making is the most vital activity in a manager's life. Managers make decisions every day. Ideally such decisions are based on evidence thoughtfully and appropriately gathered. The more important the decision and its impact, the more important the research becomes. Thus, it is important for researchers to access the methods they employ.

The main objective of the workshop is to provide insight into the research process and techniques. It is aimed to foster the research interest and promote such abilities among the individual which would result in the satisfaction of enriching their fields of interest. This program will also refresh up the participants fundamental concepts in Research, provide them with an in-depth understanding of the various methods of conducting research in various areas and make use of available software packages as a competency tool.

For Whom

The program is essentially designed to cater to the requirements of executives from industries, academicians, and research scholars

Program Schedule



Elements of the program:

Module I: Introduction to Business Research, Empirical Research and Statistical Induction. Business Excellence Models and associated problems of measuring business performance and stakeholder satisfaction.

Business Research in the current global scenario, data explosion, opportunities of business in new areas like carbon trading, Concerns for CSR, sustainability and resource utilization.

Module II: Review of Literature: Importance & Relevance, Sampling Fundamentals, Hypothesis Formulation and Testing Techniques, Data Collection Technique & Preparation Process.

Case Development and Teaching

Module III: Decision making through Quantitative models, Application of Multivariate Analysis in Business.

Module IV: Statistical Analysis using SPSS, Research Report Writing.

About IIPM- School of Management:

IIPM – School of Management, Kansbahal is a corporate promoted B-School by L&T, ICICI, Usha Martin, SAIL, TATA Steel & Govt. of Orissa. A youthful organization since its inception is providing taut competition to its contemporaries both in the arenas of pedagogy and management. IIPM-SOM has involved itself in a host of other activities. Providing world class environment for teaching & training, organizing National and International Seminars, Workshops, MDPs, FDPs are other stars in its kitty.

Fees for the Participants

Fees per person	Residential	Non- Residential
Industry participants	*6500/-	*5500/-
Academicians	*5500/-	*4500/-

[10% discount on total fees where the number of participants from one organization are more than 4]

[Bank Draft should be drawn in favor of IIPM-School of Management, Kansbahal, payable at Rourkela, so as to reach, IIPM-School of Management, on or before 08 January, 2010.]

[*inclusive of service tax]

For Correspondence.

Program Coordinator:

Phone : +91 6624 280 322 (), Fax : +91 6624 280 122

Email : mdp@iipmsom.ac.in

Workshop on Recent Paradigms in Business Research & Data Analytical Tools

Nomination Form

(The form can be downloaded from the official website of the college.)

Name of the Participant (in BLOCK LETTERS)	Mr./ Ms	First & Middle Name	Last Name
Designation & Department			
Organization			
Office Address	City:	State:	Pin Code:
	Country:		
Phone/ Mobile			
Fax:			
Email :			
Academic Background			
Work Experience(in years and area of expertise)			
Demand Draft /Cheque no.			
Bank Name			
Amount			
Details about Nominating Authority			
Name of Nominating Authority:			
Designation:			
Phone/ Mobile			
Fax:			
Email :			

Date: _____ Signature of the Nominating authority /Applicant

Place: _____

Completed Form to reach the following address:

Program Coordinator – Dr. Sasmita Choudhury
 IIPM- School of Management, Kansbahal: 770034.
 Near Rourkela, Orissa
 E-mail: mdp@iipmsom.ac.in
 Website: www.iipmsom.ac.in

WORKSHOP ON RESEARCH METHODOLOGY



Recent Paradigms in Business Research & Data Analytical Tools



18-19 January, 2010
 at
 IIPM School of Management,
 Kansbahal, Rourkela.

Program Coordinator - Dr. Sasmita Choudhury

Facilitators: Prof. (Dr) S. P. Mukherjee, Ex. Director-ISI Kolkata

Prof. (Dr) B.B. Mishra, Head Dept. of Business Administration-Utkal University