



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु  
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



# Unlocking the Keys to Effective Research: A Methodology Workshop

**LOGICAL  
&  
SCIENTIFIC DECISIONS**



**INTUITIVE BUSINESS  
DECISIONS**

June 12, 2024 – June 14, 2024 | IIPM Bengaluru

Indian Institute of Plantation Management Bengaluru

Jnana Bharathi Campus, P.O. Malathahalli,

Bengaluru – 560056

# "Unlocking the Keys to Effective Research: A Methodology Workshop"

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## INTRODUCTION

All progress starts with doubt which leads to inquiry which leads to invention. Only through thorough research we can make progress possible. Research consists of scientific and inductive thinking, and it promotes the development of logic. Hence the role of research has increased drastically in several fields of business. As the nature of business as well as the environment is becoming more and more complex the role of research has increased in solving operational problems. It has gained a lot of added value to government and business. Research, as an aid to economic policy, has gained added importance, both for government and business. Research provides the basis for nearly all government policies in our economic system. For instance, government's budgets rest in part on an analysis of the needs and desires of the people and on the availability of revenues to meet these needs. The cost of needs has to be equated to probable revenues and this is a field where research is most needed. Through research we can devise alternative policies and can as well examine the consequences of each of these alternatives

## BROAD OUTCOMES OF THE WORKSHOP

At the end of the three day workshop, the following broad outcomes are attained:

- Heightened proficiency in research methodology across various stages of the research process
- Solid foundational understanding of research fundamentals and ethical considerations
- Ability to formulate clear research problems and refine research questions effectively
- Practical skills in research design, data collection, and statistical analysis
- Empowerment to design robust research studies and conduct comprehensive literature reviews
- Acquisition of advanced methodological expertise in qualitative data analysis and secondary data analysis
- Proficiency in research proposal writing, including formulating research objectives and justifying research methods
- Enhancement of presentation and communication skills for effectively conveying research findings
- Ability to write compelling research proposals and engage with diverse audiences in a professional
- Equipped with tools and knowledge necessary to excel in conducting rigorous and impactful research across various disciplinesmanner

## TOPIC COVERAGE OF THE WORKSHOP

Overview of research essentials and its significance across various fields.

Understanding ethical principles and dilemmas in research.

Techniques for identifying research problems and refining research questions.

Introduction to research design principles and selecting appropriate designs.

Literature Review

Importance of literature review and strategies for conducting one effectively.

Designing effective surveys and techniques for administering them.

Types of interviews and ethical considerations.

Understanding observational research methods and managing biases.

Utilizing existing datasets and techniques for analysis.

Introduction to Statistical Analysis

Understanding probability distributions and hypothesis testing.

Introduction to linear and multiple regression analysis.

Introduction to qualitative data analysis methods and techniques.

Components of a research proposal and tips for writing one.

Effective presentation techniques and design principle

## TARGET AUDIENCE

All those pursuing their Doctoral work, College/University teachers/ Members of recognized research institution, Professionals from Industry who are engaged in doctoral work /planning to engage in research work are eligible to apply for this course.

## COURSE FEE

- Academicians / Industry: Rs. 3000/-
- Scholars: Rs. 1500 /-
- Students: Rs. 500 /-

Reading material, Programme Kit, Lunch, tea and snacks during programme days and the programme is Non-residential.

### **FOR MORE DETAILS**

MDP Office, E mail: [mdp.iipmb@gmail.com](mailto:mdp.iipmb@gmail.com)

Phone: 080-23211716 [www.iipmb.edu.in](http://www.iipmb.edu.in)

For Registration & Payment, Click the Link or Scan QR Code

<https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/MjY0Mg==>



### **PROGRAMME COORDINATORS**

Dr. Archana Thulaseedharan

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Dr. Archana Thulaseedharan is an academician with 22 years of expertise in the fields of Organization Behavior (OB) and Human Resource Management (HRM). Holding Ph.D. degree from prestigious institutions, she has honed her research skills and theoretical understanding of the complexities within these domains. With a robust educational background, which includes an M.Phil in Management, an MBA with specialization in HRM and Marketing, and a BA in Psychology, Dr. Thulaseedharan brings a comprehensive understanding of human behavior, organizational dynamics, and strategic management to her role as an Assistant Professor at the Indian Institution of Plantation Management, Bangalore. Throughout her career, she has demonstrated a commitment to academic excellence, continuously contributing to the advancement of knowledge through her research endeavors.

Dr. Shilpa K

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Dr. Shilpa K, an Assistant Professor at the Indian Institute of Plantation Management (IIPM) in Bengaluru, India, is extensively engaged in research activities. With a master's degree in Marketing and a PhD in Retail, she leads several sponsored research projects as the principal investigator. Her contributions extend beyond academia, as she coordinates impactful training programs benefiting various stakeholders. Dr. Shilpa's research interests primarily revolve around retail management, communication strategies for farmer collectives, market linkage, and customer relations. She has a notable publication record and has presented numerous research papers at international and national conferences and seminars, showcasing her dedication to advancing knowledge in her field.