

OVERVIEW

In today's world the industry offers a wide range of problems/challenges for research and role of a researcher is to find the solution of those problems and create a new knowledge. Hence, industry – academia interface is the key to foster research in areas which otherwise are not known to researchers.

The current workshop intends to provide students, research scholars and faculty members an opportunity to learn aspects of crafting and conducting high quality research by interacting with experts from industry and academia. This 3-day workshop with a broader aim to make academic research more impactful with the inputs from industry, will serve the following purposes –

- Identifying the potential research areas through corporate interaction
- Refining the research proposal with the help of academic experts
- Understanding research proposal drafting
- Gaining knowledge about advance statistical tools for data analysis

VENUE

ONLINE

Department of Management Studies
Indian Institute of Information
Technology, Allahabad



CONTACT US

Email:
parikshitj@iiita.ac.in,
utkarsh@iiita.ac.in ,
shailendrak@iiita.ac.in

M: 9719945689, 9648844999, 7376212828

3 DAY ONLINE WORKSHOP

CRAFTING RESEARCH

VIA
INDUSTRY-ACADEMIA
INTERFACE

May 26 - 28, 2022

FEE:

Rs. 1,770/- (Incl. of GST)

LAST DATE OF APPLYING:

May 1, 2022 (Limited Seats Available)

COVERAGE

DAY 1

- Theory building for hypothesis specification in social science studies
- Assessing present state of knowledge through Bibliometric Analysis
- Choosing the appropriate methodology
- Scale development

DAY 2

- Regression analysis
- Overview of Structural Equation Modelling (SEM)
- Model validation through SEM
- Writing a research article: Step by step guide for beginners

DAY 3

Sessions by Industry Experts on:

- Unfolding Finance
- Unfolding Marketing
- Unfolding Human Resource
- Unfolding Public Policy / Operations
- Unfolding IT

SPEAKERS

- Prof. Neeraj Pandey, National Institute of Industrial Engineering (NITIE) Mumbai
- Dr. Rajnish Ratna, Royal University Bhutan
- Mr. Ranbir S Sedhey, IEEE
- Mr. Ravi Tulsian, Power Finance Corporation
- Mr. Nimish Vora, PwC India
- Mr. Alok Gupta, Consultant (Ex. Fidelity)
- Dr. Swatantra Kumar, Realmax Infrastructure Pvt. Ltd
- Dr. Anu Singh, Fiserv India Pvt. Ltd.

PEDAGOGY:

The program would be a mix of lectures, hands on exercises and experience sharing between participants and resource persons.

FOR REGISTRATION:

<https://apply.iiita.ac.in/event/register/>

Organisers:

Dr. Shailendra Kumar

Dr. Utkarsh Goel

Dr. Parikshit Joshi

**Indian Institute of Information
Technology, Allahabad**

