



Webinar

on

Research Methodology

Date: 4th June'2020

Venue: Seminar Hall

Time: 11.00 am to 1.00 pm

**Sem / Year /Group : II & IV Semester Students, RVIM
Students Pursuing Master's Degree in Economics, Bangalore
University, Bangalore**

No. of Participant: 240

Event Coordinators:

Prof. Pavithra S T

Dr. N Suresh

Prof. Uma Sharma

Objectives

- Provide students in depth understanding of the methods of research used in the academic and corporate world
- Understanding of the ways of applying research methods in the business situations
- Use of research results for making business decisions

Agenda/Flow of the Event

- Introduction to Research and Research Methodology, Types, Process, Research Design
- Sampling Techniques, Data collection Methods, Statistical Techniques used for Analysis
- Report Writing

Brief Profile of the Resources Person: Dr. N S Viswanath

Dr. N S Viswanath He is the Hon. Director General (Research) of M.P. Birla Institute of Management; Associate Bharatiya Vidya Bhavan, Bengaluru. He is the coordinator of Department of Economics of Bengaluru Central University (BCU). He was the Director and founder Principal of the M.P.Birla Institute of Management for the period 1999-2003 & from 2013 to 2018. Besides, he was Resident Director, Bhavan-Marshall Institute of Management (2005 to 2011) & Resident Director of Ohio-Manipal School of Business (2003 to 2005), Bengaluru. At present, he is the Editor-in-Chief, Dharana- Bhavan's International Journal of Business. He was Professor of Marketing and Academic Coordinator at M.S. Ramaiah Institute of Management and at Maharishi Institute of Management, Bangalore. He was an Associate Professor at Mudra Institute of Communications, Ahmedabad (MICA). He has successfully guided twelve scholars for PhD in Management & continues to guide six more scholars. He has had an assignment as Assistant General Manager at KSAM Board. It was during this period spanning over two decades he was mercurially involved in the preparation of several research project reports for the World Bank, Commercial Banks and related institutions. He was largely responsible for the evolution of Market Intelligence System (MIS) in collaboration with National Informatics Centre (NIC). He has over seventy papers to his credit in refereed journals. He has been enlisted as an expert at International Trade Centre (ITC), Geneva and in Asia's Who's Who: Men and Women of Achievements. He has a PhD in Economics preceded by Masters' degrees in Statistics, Economics and Agri Business (Agricultural Marketing Management). In addition, he is specialized in Training and Development and Managerial Skills.

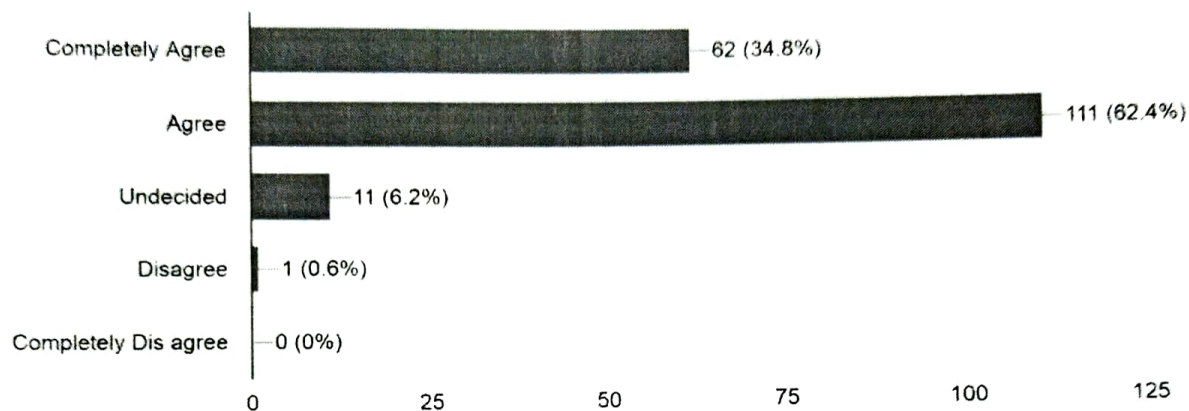
Outcome Achieved/ Attained :

- ✓ Research and Research Methodology, Types, Process, Research Design
- ✓ Sampling Techniques, Data collection Methods, Statistical Techniques used for Analysis
- ✓ At the end they Q & A session happened and students cleared their queries with the resource person

Feedback of the Webinar

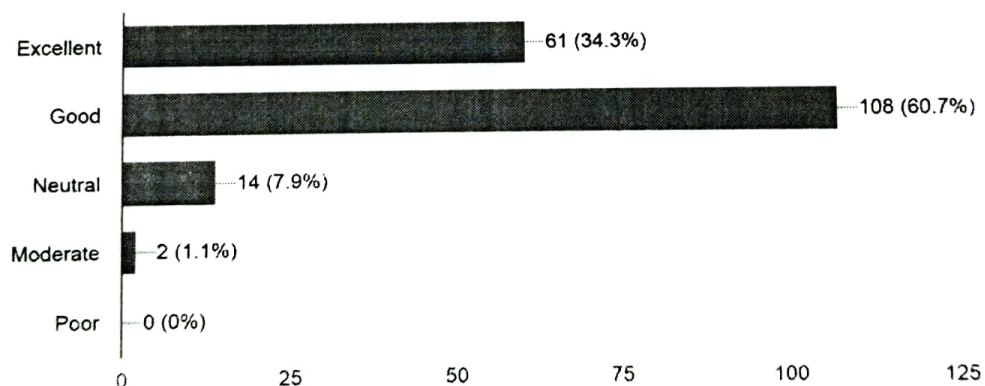
The subject area of the webinar was relevant

178 responses



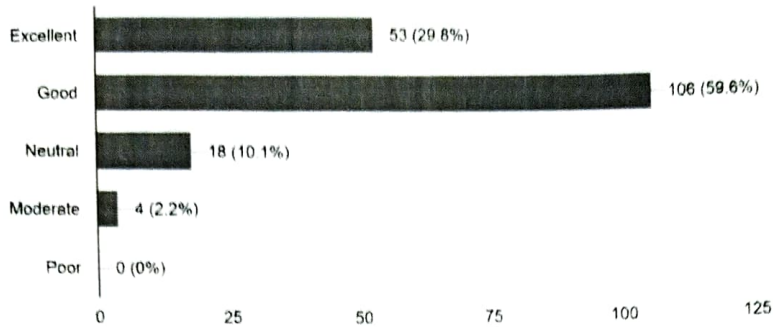
The resource person of the webinar was informative

178 responses



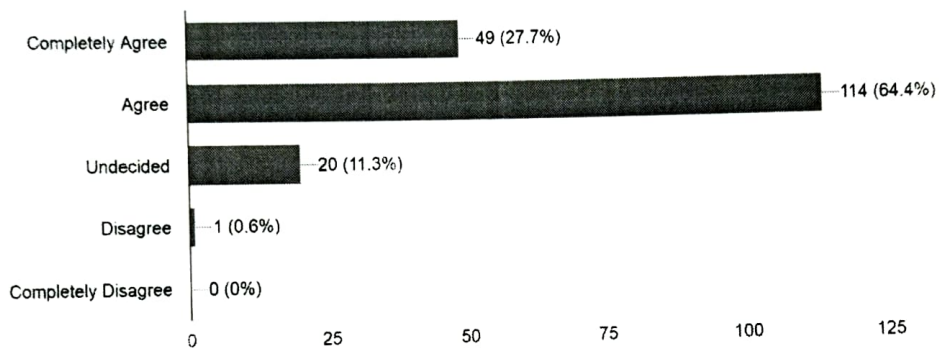
Topics covered in the webinar has provided a better understanding of research methods

178 responses



Research methods learnt in the webinar can be applicable while completing dissertation or internship reports.

177 responses



Participants list

11:58 AM 69%

Close Participants (240)

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 Dr. N Suresh
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