



**RV Institute of Management®**



### **Capacity Building workshop on "Measurement and Scaling"**

**Date: 13<sup>th</sup> March 2024**

**Venue: Seminar Hall**

**Time: 4:00 - 4:30 pm**

**Event : Capacity Building workshop**

**No. of Participant: 120**

**Event Convener: Dr. Somanath Bhattacharya**

#### **Objectives:**

- The seminar aimed to equip faculty and students with a comprehensive understanding of measurement and scaling techniques, fundamental tools for conducting robust research across academic disciplines. It focused on demystifying these concepts, illustrating their importance in designing effective research instruments, and applying them to generate accurate and reliable data.

#### **Agenda/Flow of the Event**



#### **Resource Person: Dr. Somanath Bhattacharya, Associate Professor, Jain University**

Dr. Somanath Bhattacharya possess an expertise in marketing and analytics. With a distinguished career spanning years of impactful teaching, research, and administrative leadership, Dr. Bhattacharya has consistently contributed to advancing knowledge and fostering innovation in his field. Currently serving as Associate Professor and a researcher, Dr. Bhattacharya is known for his ability to bridge theoretical concepts with practical applications, empowering students and professionals alike to excel in their pursuits. A passionate educator and mentor, Dr. Bhattacharya has a remarkable talent for simplifying complex concepts and inspiring learners to adopt a research-oriented mindset. His contributions to academia and his commitment to excellence make him a respected figure in his discipline.

### **Photo with description**

Dr. Somanath Bhattacharya began the session by introducing the foundational principles of measurement and scaling, emphasizing their role in transforming abstract concepts into quantifiable variables. He explained the key characteristics of an effective measurement process, including validity, reliability, and sensitivity, to ensure that data collected through research instruments accurately reflects the underlying phenomena. The seminar then delved into various scaling techniques, with Dr. Bhattacharya providing a detailed explanation of nominal, ordinal, interval, and ratio scales. He presented real-world examples to illustrate the appropriate use of each scale and highlighted the distinctions between qualitative and quantitative data. A significant portion of the session was dedicated to discussing popular scaling methods such as Likert scales, semantic differential scales, and ranking scales. Dr. Bhattacharya offered practical advice on designing scales that minimize bias and enhance data accuracy, catering to the diverse needs of different research contexts.

To foster an interactive learning environment, the seminar included hands-on exercises where participants designed their own measurement instruments. Dr. Bhattacharya guided them in choosing appropriate scales for specific research scenarios and critiqued their designs to refine their understanding. This practical approach not only reinforced theoretical concepts but also gave attendees the confidence to apply these techniques in their research projects. The seminar also addressed common challenges in measurement and scaling, such as dealing with ambiguous responses, ensuring consistency, and selecting the right statistical methods for data analysis. Dr. Bhattacharya concluded the session by discussing the ethical considerations of measurement, particularly in surveys and experiments involving human participants.

### **Feedback & Coordinator Comment:**

The seminar received overwhelmingly positive feedback from faculty and students alike, who appreciated Dr. Bhattacharya's engaging and methodical teaching style. Participants found the session highly informative and valued the blend of theoretical insights and practical applications. Many attendees noted that they now felt more confident in designing research instruments and using scaling techniques effectively. The clarity with which Dr. Bhattacharya explained complex concepts, coupled with his interactive approach, left a lasting impression. The seminar not only deepened participants' understanding of measurement and scaling but also inspired them to enhance the quality of their research practices.

**Event Convener: Dr. Purushottam Bung**



**Director**