

Pioneer Institute of Professional Studies, Indore



Announces Three Days National Workshop On Research Methodology

(19-21 January, 2017)

Sponsored by AIMS



Pioneer Institute of Professional Studies™

(Affiliated to Devi Ahilya Vishwavidyalaya, Indore)

“COLLEGE WITH POTENTIAL FOR EXCELLENCE”

An Autonomous Institution Since 1996 ♦ NAAC "A" Grade Accredited

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♦ www.pioneerinstitute.net ♦ www.pioneerjournal.in ♦ www.youtube.com/pioneerindore

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PIONEER AT A GLANCE

20 YEARS OF DILIGENCE AND EXCELLENCE IN EDUCATION & RESEARCH



Pioneer Group was established in 1996. The group is a renowned name in providing quality education and is one of the oldest private educational Institutes in Indore, M.P. Pioneer Group is run and managed by highly qualified & experienced professionals having domain experience in the field of education & industry. The group established Pioneer Institute of Professional Studies in the heart of city Indore in 1996 with a vision of "Diligence & Excellence" in the professional education.

At Pioneer, we are determined in bringing out the best in all students by acceding them to explore their full potential, resulting in a confident, committed and a successful individual. The Institute is being run with an objective to meet the widely felt need for globally oriented Management and Information Technology education and training for professionals. During this span of existence, the Institute has earned a reputation as one of the premier Institutes of India. It has established an identity of its own, and it is getting to be known not only for its Under Graduate and Post Graduate Programs but also for the Academic Research, Teaching and Developmental Activities, National & International Conferences, National Level student's conventions, Workshops, Seminars and Projects. The Institute is accorded permanent affiliation by Devi Ahilya University (DAVV), Indore.

The Institute is only private Institute of Madhya Pradesh to achieve the highest educational accreditation with status of 'College with Potential for Excellence' and Autonomous Status from UGC; 'A' Grade Accreditation from NAAC, Bangalore and ISO 9001:2008 Certification from Intertek. Institute proudly stands in top 50 B-Schools of India.

RANKING OF PIONEER

Name of Magazine	Year	Ranking
Business India B-School 2011	2011	A+ Ranking
Dalal Street Business 2012	2012	Top 15 position in West Zone
Outlook India Best B-School 2011 Hindi and English	2011	43rd Rank on All India Basis
Business India Magazine (November 2013)	2013	A+ Ranking
Go Education Survey 2013	2013	A+ Ranking
Business Management (September 2013)	2013	B+ Ranking
I Next Indore news 30-04-2013	2013	Top 3 Best Institute of M.P.
Young B-School (Tire 2) in 100	2013	43 rd Ranking
Beyond IIM B-School Survey 2014	2014	7 th Ranking
India's Best B-School 2015	2015	AA Ranking

ABOUT INDORE

Indore is a historic city, the capital of the Holkars, known for its architectural splendour. Major industrial houses like Kirloskar, Eicher, TATA International, L&T, Cummins and with MNCs like TCS and Infosys have presence in the city to make it a business potential city. Indore is a growing education hub and the only city to have IIM and IIT. The city is well connected by all means of transport and has direct links with all metros of the country. State capital Bhopal, located about 80 kms to the east of Indore and is a major junction for trains bounding North, East and West.

Places of Interest around Indore: Ujjain & Omkareshwar, Jyotirlingas, are located within 100 kms of Indore. Maheshwar, the first capital of Holkars, and Mandu, the once thriving sociocultural centre, more popular for the romantic legend of BazBahadur and Rani Rupmati are located nearby.

ABOUT THE WORKSHOP

Workshops on research methods are often well packed with methods and techniques of data analyses, 'but' with limited understanding of the logic underlying the various techniques, methods and research design as a whole. There exists a lack of logical and conceptual knowledge that would be helpful and support us in the research progression. Keeping this challenge in mind, the present workshop has been designed. The aim of this workshop is to provide the initial start towards the complex web of knowledge surrounding research methods, when doing business management research.

Purpose and Objectives of the Workshop:

- ✚ Understand some basic concepts of research and its methodologies
- ✚ Identify appropriate research topics
- ✚ Select and define appropriate research problem and parameters
- ✚ Prepare a project proposal (to undertake a project)
- ✚ Organize and conduct research (advanced project) in a more appropriate manner
- ✚ Write a research report and thesis

Salient Features of the Workshop:

The prime objective of the workshop is to nurture the research skills of the participants. The workshop is designed to impart extensive training, under the guidance of renowned resource persons, on both quantitative and qualitative research methodology. Some of the important topics of the workshop are: Quantitative Research Methodology (Steps involved in quantitative research, research problem formulation, sampling technique, tools of data collection, testing of hypotheses, parametric and non-parametric tests, measurement of correlation and regression, ANOVA, etc.) and Qualitative Research Methodology (History of qualitative research, qualitative research design, content analysis, discourse analysis, focus group discussions, case study method, textual data analysis, etc.)

Highlights:

The major attraction of the workshop, will be:

- ✚ Case Based Analysis
- ✚ Supplementary Course Materials
- ✚ Application of Statistical Tools in Research Publications
- ✚ Detailed knowledge delivery session
- ✚ Personalized doubt clearing

Expected Outcome:

After attending this workshop, one will be able to:

- ✚ Understand the need for statistical tools in research
- ✚ Identify different scales and variables in research
- ✚ Enter the data in standard research format
- ✚ Justify the sample size with statistical measures
- ✚ Questionnaire and prove the reliability
- ✚ Explore the types of analysis required
- ✚ Perform statistical analysis on any data set
- ✚ Appropriately use of statistical tools and how to apply it

The Research Papers (both Empirical and Conceptual) along with Case Study developed during the workshop will be published in the Pioneer Journal having ISSN No. ISSN -0974-8954-SHODH and also published on e-journal website www.pioneerjournal.in. Authors will also get benefit of API Score for participating in this workshop.

The research Work need to be submitted at workshop@pioneerinstitute.net

IMPORTANT DATES

Last date for Submission of Registration:	05th January 2017
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REGISTRATION FEES

Registration fee for Participation:

Industry Executives	Rs. 2000
Academicians/ Research Scholars	Rs. 2000

Registration fee should be sent along with registration form. The registration fee covers breakfast, lunch, evening tea, kit & certificate. Registration fee is non-refundable. However, change in nomination/s is acceptable. Registration fee can be paid through DD/ Cheque in favour of "Pioneer Institute of Professional Studies" payable at Indore.

For the hardcopy of the ISSN Journal, extra amount will be charged.

WHO SHOULD ATTEND

- Academicians from India and Abroad
- Research Scholars from India and Abroad
- Business Executives
- Management Practioners from Corporate and Public Sectors
- Consultancy Bureaucrats
- Entrepreneurs

PATRON

Shri P.C. Jain (Chairman, Pioneer Group of Institutes)

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