



# RESEARCH METHODOLOGY COURSE IN SOCIAL SCIENCES

FROM  
8<sup>th</sup> - 18<sup>th</sup> January 2024  
(10 Days)

*Sponsored by*  
**Indian Council of Social Science Research (ICSSR)**  
**(Ministry of Education, New Delhi)**



*Organised by*  
**Department of Marketing and Supply Chain Management**  
**School of Business Studies**  
**Central University of Jammu**

## CHIEF PATRON



**Prof. Sanjeev Jain**  
Hon'ble Vice-Chancellor  
Central University of Jammu

## PATRON



**Professor Jaya Bhasin**  
Dean, School of Business Studies  
Central University of Jammu



### COURSE DIRECTOR

**Professor Ajai Pal Sharma**  
Head, Department of Marketing & SCM  
School of Business Studies  
Central University of Jammu



### COURSE CO-DIRECTOR

**Dr. Naresh Kumar**  
Assistant Professor,  
Department of Marketing & SCM  
Central University of Jammu

## WORKSHOP ORGANISING SECRETARIAT



**Dr. Neelika Arora**  
Associate Professor



**Dr. Shahid Mushtaq**  
Assistant Professor



**Dr. Anju Thapa**  
Assistant Professor

**DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT**  
Central University of Jammu

## ABOUT THE UNIVERSITY

The Central University of Jammu came into existence on August 08, 2011, with the appointment of the first Vice-Chancellor. It was established by the Central Universities Act, 2009 (Act No.25 of 2009 read with the Central Universities Act, 2009). The first academic session (2011-2012) commenced with three Post Graduate courses in English, Economics and Applied Mathematics at Temporary Academic Block-I, Jammu. In the next academic session (2012-2013), five PG Courses were added: Computer Science, Educational Studies, Environmental Sciences, Human Resource Management and Travel & Tourism Management. Further, four new post graduate courses were introduced in the academic session (2014-2015): National Security Studies; Public Policy & Public Administration; Social Work and Mass Communication & New Media. The University also offers Integrated M-Phil-Ph.D programme in eight subjects. Presently, the University offers 56 academic programmes under 9 different school of study. The University has now completely shifted to its permanent campus and carries out all academic and administrative functions from its head office at Bagla, Rahya-Suchani, Distt. Samba, Jammu.

## ABOUT THE DEPARTMENT

The Department of Marketing and Supply Chain Management was established in the year 2016 with two years full time programme in Master of Business Administration (MBA) in Marketing Management. Under the School of Business Studies, the Department offers 35 seats in MBA programme with reservation as per the GOI policy. To maintain quality standards, the minimum qualification for getting admission to MBA programme is 60% marks in graduation. All admissions are made based on the merit of CUET score. Presently, the Department has six (6) regular faculty members having expertise in different areas of marketing. The department also started its research programme (PhD in Marketing Management) in the year 2020 and presently seven (7) research scholars are working in contemporary areas of marketing. As a regular practice, the department conducts various programmes to groom the budding management professionals of future.

## ABOUT THE RESEARCH METHODOLOGY COURSE

Research is considered the backbone of higher education institutions with a focus to create and disseminate the knowledge for the benefit of community. But we have been facing challenges in creating and nurturing the quality research to meet the global standards. Also the rapid changes in business operations demand creative solutions and effective research skills for the acquisition and use of information. Before finding an amicable solution to any business or social problem, the researcher should possess a sound understanding of methodological approach to the problem. A systematic approach to the problem is key to sound output. Since training and development have significant and positive relationship, keeping this in focus, this research course has been organised to train the young researchers on various aspects of systematic research. This course will cover from basic aspects of research to advanced analytical techniques. The course shall provide necessary tools, techniques and an opportunity to learn skills which are necessary not only to solve complex business problems but social problems too. We are hopeful that after attending this course, the scholars will be able to develop research acumen and shall be able to add new ideas to the existing literature through their cutting edge research.

## OBJECTIVES OF THE COURSE

- To identify and define the contemporary business and social problems.
- To disseminate knowledge about basic research methods and methodologies for better formulating and designing research problems.
- To identify appropriate research tools and techniques.
- Enable the participants to write an effective research proposal.
- To carry out a good literature review and write good scientific manuscripts.
- Enable to use the Library Services constructively
- To provide hands on training on various data analysis techniques using software such as; SPSS, R-Studio, etc.
- Ethics in Research

## TOPICS TO BE COVERED

- Researcher as thinker
- Types of research and research designs
- Identification of variables, constructs, and attributes
- Hypotheses formulation and testing procedure
- Review of literature and various library resources
- Systematic literature review using artificial intelligence (AI)
- Sampling, Types of scales, and instrument designing
- Data preparation using SPSS and other software
- Usage of multivariate techniques
- Introduction to various software for reference writing
- How to publish in quality journals?
- Research paper writing sessions

### WHO SHOULD ATTEND?

Registered research scholars (M.Phil and Ph.D.) and faculty in the field of Management, Commerce, Economics, and other allied streams.

### MODE OF INTERACTION

Mode of Interaction will be offline only. The participants will be able to interact face to face with the resource persons/speakers.

### PROCEDURE OF REGISTRATION

- Registration shall be free and open to all scholars and newly inducted teachers.
- Seats are limited to 30 only, so early applicants shall be given priority.
- Interested participants are requested to register through Google Form latest by 25<sup>th</sup> Dec. 2023 by clicking the link:



<https://forms.gle/asNAW6BUFYaqHZUa9>

OR



SCAN HERE

- Four sessions shall be conducted daily and each participant will have to fill the feedback form at the end of each day.
- For any further queries, please contact through mails on:



[rmcmcmcuammu@gmail.com](mailto:rmcmcmcuammu@gmail.com)



9419308363, 9541796722

### ACCOMMODATION AND TRAVEL ALLOWANCES

- Accommodation shall be provided to outstation participants only.
- Breakfast, lunch and refreshment shall be served to all participants.
- Travel expenses shall be reimbursed to the participants strictly as per the guidelines of ICSSR.

## DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

School of Business Studies

Central University of Jammu

Rahya-Suchani (Bagla), Samba, UT of J&K