



**ICSSR Sponsored
Two-week
Capacity Building Programme
on
"MIXED METHOD RESEARCH"**



CAPACITY BUILDING PROGRAMME ON MIXED METHOD RESEARCH

August 22 to 5th September 2024
Department of Business Administration,
National Institute of Technology,
Kurukshetra



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TWO WEEKS CAPACITY BUILDING
PROGRAMME
ON
MIXED METHOD RESEARCH
Date: 22nd August to 5th September 2024**



ABOUT THE PROGRAMME

The Academic Research Excellence Capacity Building Program is tailored for faculty members in Social Sciences, Commerce, and Management, aiming to enrich their research capabilities and academic contributions. This program equips participants with essential skills and knowledge necessary for successful academic research, enabling them to excel in their respective fields. By participating in this program, faculty members will be better prepared for rigorous research, publishing in esteemed journals, and advancing knowledge in social sciences, particularly in sustainability domain. Additionally, this program will foster the creation of a dynamic academic community that encourages collaboration among peers, elevating the overall quality of research in these disciplines. The program is designed to provide participants with comprehensive knowledge and practical skills in advanced methods and technologies for excellence in business sustainability research. It aims to address economic, environmental, and social sustainability challenges by focusing on innovative research methodologies and digital technologies. Through a series of interactive sessions and workshops, participants will explore key topics such as sustainable business operations, contemporary issues in sustainable development, circular operations, digital technologies for sustainability, and research designs for sustainable development. Throughout the program, there will be a strong emphasis on research methodologies, ensuring participants gain a deep understanding of how to effectively conduct research in the field of business sustainability.

HIGHLIGHTS OF THE PROGRAMME

Throughout the program, there will be a strong emphasis on research methodologies ensuring participants understand how to conduct Mixed-method research in business management/social science discipline effectively.

SESSION PLAN

| Day | Session-1 09:30-11:00 am | Tea Break 11:00- 11:30 am | Session-2 11:30-01:00 pm | Lunch Break 01:00- 02:30 pm | Session-3 02:30-04:00 pm |
|---------|--|---------------------------------------|---|---|--|
| Day - 1 | Inaugural Session Overview of mixed methods research: definition, applications in the Management discipline. | Tea Break 11:00-11:30 am | Advantages and limitations of mixed methods compared to single-method approaches. | Lunch Break 01:00-02:30 pm | Hands-on workshop for mixed method research theme and design. |
| Day - 2 | Application of Data in Social Science Research (Literature search through SCOPUS and Web of Science etc. | | Demonstration on usage of Reference Management Software (e.g. Mendeley, Endnote) | | Hands-on workshop for literature search and reference management software. |
| Day - 3 | Quantitative Research Using Secondary Data – Basic Econometric Techniques | | Quantitative Research using secondary data Advanced Econometric Techniques | | Hands-on workshop for econometrics tools. |
| Day - 4 | Field Visit | | Field Visit | | Field Visit |
| Day - 5 | Designing qualitative data collection methods (e.g., interviews, focus groups, observations, document analysis). | Tea Break 11:00-11:30 am | Qualitative Research – Content Analysis using social media data. | Lunch Break 01:00-02:30 pm | Hands-on workshop for qualitative research design and qualitative data analysis (R, AtlasTi) |
| Day - 6 | Quantitative Research using primary data – Correlation, Regression, Exploratory Factor Analysis (EFA) | | Confirmatory Factor Analysis (CFA) | | Hands-on workshop for quantitative research (e.g. regression, EFA, CFA) using R, SPSS, and Jamovi. |
| Day - 7 | Structural Equation Modeling (SEM) | | Mediation and Moderation Analysis. | | Hands-on SEM, Mediation and Moderation analysis. |
| Day - 8 | Logistic Regression - Multinomial | | Logistic Regression - Binary | | Hands-on Multinomial and Binary Logistic Regression. |
| Day - 9 | Mixed and Multi methods: Integrating Qualitative and Quantitative Methods | | Mixed and Multi methods: Integrating Qualitative and Quantitative Methods | | Hands-on workshop for AtlasTi, & R for thematic and social media content analysis |



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| Day – 10 | Reporting results, paper writing and publication in high-quality journals. | | Reporting results, paper writing and publication in high-quality journals. | | Special Talk: Important Management Lessons from Mahabharata (GITA) |
| Day – 11 | Usage and Demonstration of AI tools applications in social science research and library & e-library training | | Data Privacy & publication Ethics in Research | | Activity-based Hands-on usage of AI tools for research |
| Day – 12 | Special Talk: Excellence to Research Grant Proposals | | Special Talk: National Education Policy (NEP) | | Class Test Feedback and valedictory session |

ELIGIBILITY CRITERIA FOR PARTICIPANTS

The course welcomes individuals who are currently serving as Lecturers, Senior Lecturers, Assistant Professors, Young Faculty Members in the field of Social Sciences/Commerce/Management and related disciplines at a UGC-recognized Indian University, Deemed University, College, Institute of National Importance, or ICSSR Research Institutes. Additionally, those who are actively engaged in economic/Management/Commerce's and social science researches or have plans to embark on such research endeavours are eligible to apply. This program is also beneficial for individuals interested in pursuing research projects supported by government agencies and other funding organizations.

We strongly encourage participation from both within the state of Haryana and from across the entirety of India. The number of seats shall be limited to 30 (10 each from local-, state-, national-level).

The enclosures required with the registration include:

1. A brief resume of the candidate including educational qualifications, work experiences, and publications (if any).
2. A statement of purpose explaining how this program will help them in their ongoing journey as a researcher.

HOW TO APPLY

To apply for the workshop, interested candidates should fill out the registration form [ICSSR Sponsored two-week Capacity Building Programme on "MIXED METHOD RESEARCH" from August 22 to 5th September 2024, for Social Science Researchers](#)

The last date for receiving the application is **on or before August 13, 2024**

Selected Candidates will be informed through email **by 14th August 2024**



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REGISTRATION FEE

There is **NO REGISTRATION FEE** for selected participants.

DURATION & VENUE OF THE WORKSHOP

The workshop will be conducted from **Aug 22, 2024 to Sept 05, 2024** at
Department of Business Administration, NIT Kurukshetra

ACCOMMODATION & TRAVEL ALLOWANCE

Twin-sharing accommodation will be provided to outstation participants only.
Travel allowance by the shortest distance (3AC train fare or bus fare only) will be reimbursed
to outstation participants as per ICSSR guidelines.

COURSE DIRECTORS

Dr. Neeraj Kaushik

Associate Professor, Department of Business Administration, NIT Kurukshetra, Haryana, India

Dr. Chandra Sekhar

Assistant Professor, Department of Business Administration, NIT Kurukshetra, Haryana, India

For any information or clarification, please contact:
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ABOUT KURUKSHETRA

Kurukshetra has been described in the first verse of *Shrimad Bhagwad Gita*, in the form of Dharmakshetra Kurukshetra. It is as old as the history of India. The history of the area in which Kurukshetra district lies can be traced back, howsoever dimly at times to the ancient Aryan Past. It is a place of great historical and religious significance which is seen with reverence in all the countries due to its association with Vedas and Vedic culture.

Kurukshetra, steeped in history and mythology, is a place of great spiritual significance, where Lord Krishna, delivered the divine message of "*Shrimad Bhagwad Gita*". It is one of the premier centres of pilgrimage attracting devotees in a steady stream all-round the year. In modern times, the city has emerged as the hub of education with the academic institutes like National Institute of Technology, Kurukshetra University, Shri Krishna Ayush University Kurukshetra, and National Institute of Design.



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ABOUT NIT KURUKSHETRA

NIT Kurukshetra is one of the premier technical institutes of the country. Founded in 1963 as Regional Engineering College Kurukshetra, the institute was rechristened as National Institute of Technology Kurukshetra on June 26, 2002. The institute offers 4-year B. Tech degree courses in seven engineering streams, 2-year M. Tech degree courses in 22 areas of specialization of science & technology, and post graduate courses leading to the degree in MBA, MSc and MCA. The infrastructure is geared to enable the institute to run out technical personnel of high quality. In addition to providing knowledge in various disciplines of engineering, science and technology at the undergraduate and post-graduate levels, the institute is actively engaged in research activities in the emerging areas including Nanotechnology, Ergonomics, Robotics, CAD/CAM, Energy and Environment. The placement record of the institute has been commendable and consistent due to strong vigour and commitment to generate talent.

ABOUT DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration is accredited by the National Board of Accreditation for the academic years 2022-25. The Department is actively pursuing management education, research and manpower training programs for producing globally competent management professionals since its establishment in 2006. In short span of existence, the department has achieved the recognition of being a leading Centre of management education in the region.

ABOUT ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year of 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation centre of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences.