



**ONLINE
CERTIFICATE PROGRAMME On
ADVANCED RESEARCH METHODOLOGY (eARM)**

14th June - 30th June 2021



Shiksha Vihar, Post : ASBM University, Bholā (Chandaka), Bhubaneswar-754012 |

Tel. 0674 - 2374801-02 | www.asbm.ac.in

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About the Programme

Research is indispensable and an integral part of quality education across the globe. From academics to the corporate world, research methodology is used everywhere to derive business insights under complex, fast changing and uncertain environment. Advanced research methods and data analytical techniques are usually very complex and confusing for beginners and intermediate researchers. This programme on “Advanced Research Methodology” aims at solving these issues and will emphasise on theoretical as well as practical knowledge of research methodology and data analysis for decision making and research purposes.



Objectives

- To gain broad insight and knowledge in research methodology.
- To impart skills for formulating and testing of hypothesis based on the nature of research problem.
- To identify the appropriate statistical tools and techniques for different research objectives.
- To train and inculcate the skills for data analytics.
- To create platform for academicians, research scholars, consultants, and entrepreneurs etc. to share their views.

Learning Outcomes

After completion of this programme, participants will be able to:

1. Choose the right statistical techniques for different research problems.
2. Analyze data using basic and advanced statistical techniques.
3. Transform the data into knowledge for decision making.



Programme Content

- Understanding the Basics of Research and Methodology.
- Selection of Research Topics, Objectives and Questions.
- Research Design.
- Conduct of Literature Review and Develop Conceptual Framework.
- Questionnaire Design and Development of Scale of Measurement.
- Pilot Study, Reliability and Validity.
- Formulation of Hypothesis and Testing.
- Chi-square Test, T-test & ANOVA.
- Simple and Multiple Regression Analysis.
- Time-series Analysis.
- Panel Data Analysis.
- Cluster and Conjoint Analysis.
- EFA and Structural Equation Modeling.
- Introduction to R-Programming.
- Research Ethics and Citation Methods.

Resource Persons

This course content will be delivered by a pool of experts on the subject from reputed academic institutes. (such as IIM, NIT, NISER, Central & State Universities)

Who Should Attend?

Designed to cater to the needs of academicians, research scholars, current and aspiring business executives, consultants, entrepreneurs, and students.

Registration Process

1. Interested applicants can register for the programme through the link:

<http://t.ly/P0n7>

2. **The participation fee:**

Rs. 1000/- for participants from India and SAARC Countries and \$100/- for participants from other countries.

3. **Payment Details:**

Account Name : ASBM University

Bank : HDFC Bank

Account No. : 50200046408118

IFS Code : HDFC0001252

Instructions for the Participants

1. Participation will be allowed on first-registered-first-served basis.
2. Confirmation will be sent after successful registration and payment of fee.
3. Joining link of the programme will be circulated 30 minutes before the commencement of the sessions.
4. Participants need to have functioning laptop/desktop with webcam, microphone and headphones and also with uninterrupted internet connectivity.
5. The programme will be for two (2) hours every day from 3.00pm to 5.00pm.
6. The participants are required to join the sessions before 15 minutes of the starting time

About ASBM University

ASBM University, established by Government of Odisha in 2019 as a state university, traces its legacy to Asian School of Business Management, which was founded in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore. The fact that a standalone B School has been granted university status by the state government within fourteen years of its existence speaks volumes about its quality parameters and performance. In fact, its quest for excellence has resulted in ASBM being awarded international accreditation by Accreditation Council for Business Schools and Programs (ACBSP), USA for its MBA Programme.

ASBM University offers cutting edge courses like MBA, Ph.D. in Management, MBA (Rural Management), Executive MBA, MBA (Semester abroad with University of Nottingham Malaysia), M.Sc. (AI & Decision Science), M.Sc. (IT Management), M.Com., M.A. (English), M.A. (Communication & Digital Media), M.A. (Economics), B.Com. (Hons.), B.A. (English-Hons.), B.A. (Communication & Digital Media), B.A. (Economics-Hons.), BBA

(Hons.), BBA (Rural Management), BBA (E-Commerce), B.Sc. (Data Science) and B.Sc. (IT Management)

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM University is also committed to research and development. To realise its vision to set the best standards for management education and business leadership, ASBM has entered into coveted MoU with internationally reckoned centres of learning like University of Nottingham Malaysia, Metropolitan State University (MSU), California State University, San Bernardino (CSUSB), Westcliff University, North Carolina Central University (NCCU), St. Cloud State University, Universidad Argentina de la Empresa (UADE), Argentina and Management Development Institute of Singapore (MDIS), Singapore.

About Bhubaneswar



Bhubaneswar, the capital city of Odisha, is one of the first planned cities of India and is now in the forefront of the smart city movement. Aptly called the City of Temples, it is home to a large number of temples, the more famous ones being Bharateswar & Satrugneswar (6th century AD), Parsurameswar (7th century), Rameswar & Vaital (9th century), Mukteswar (10th century), Rajarani &

Bramheswar (11th century), and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath temple) and Konarka (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konarka add to the attraction.

Bhubaneswar is also an acclaimed centre for art and craft – applique work (from Pipli), handloom saree (from Sambalpur, Berhampur, Sonepur & Maniabandha), silver filigree (from Cuttack), stone carving, pata painting (from heritage village Raghurajpur), brass & bell metal work (from Kantilo & Balakati), dhokra casting, horn art, cane furniture etc. It is also home to world renowned Odissi dance and Odissi music.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhauli (with its Ashokan rock edict and Buddhist monument standing witness to transformation of Ashoka, the War Monger to Ashoka, the Peace Keeper), Chaoushathi Yogini temple (at Hirapur, one among only five in India), Nandan Kanan (437 hectare zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History, Tribal Museum, Pathani Samanta Planetarium etc.

For Further Queries, Please Contact

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