January 2023

Jaipuria Institute of Management, Lucknow Organizes Winter School - 2022 on Research Methods

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Abstract

Jaipuria Institute of Management, Lucknow organized a five-day Winter School on Research Methods from December 12-16, 2022. The objective of the Winter School-2022 was to provide a platform for doctoral scholars as well as academicians to have a better understanding of research methods and to learn about new software and techniques to help in their research.

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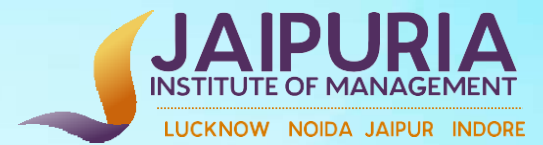
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O R G A N I Z E S

Winter School-2022 on Research Methods

DECEMBER
12-16, 2022

<u>Winter School -2022 on Research Methods</u>

A Full Day Session on 'Research Theory and Methods'

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Jaipuria Institute of Management, Lucknow organized a **five-day Winter School on Research Methods** from **December 12-16, 2022**. The objective of the Winter School-2022 was to provide a platform for doctoral scholars as well as academicians to have a better understanding of research methods and to learn about new software and techniques to help in their research.

Introduction:

Dr. J.K. Nayak, Associate Professor, IIT Roorkee in his **full-day workshop** on **'Research Theory and Methods'** introduced the participants to the **basic aspects of research design**. The goal of the session was to educate young faculty and research scholars in management about research methods. It was anticipated that the current session on research technique will address the fundamentals of research methodology, focusing on theoretical and practical contributions. It will concentrate specifically on developing a research problem, developing the research hypothesis and verifying the hypothesis, doing a literature review, data collection techniques, choosing the best parametric or non-parametric statistical method for data analysis, and report writing.

The session covered the broad aspects of the Research methods as mentioned below:

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1. The nature of scientific methods; many categories of research, including historical, analytical, interdisciplinary, evaluative, participatory, and action research

2. Problem selection, formulation, and planning steps in the research process. Method for Data Collection: Case Study Method, Content Analysis, Observation, Questionnaire, Types and Formats of Interview Schedule, Primary and Secondary Data, Rating Scale

3. Concepts in Quantitative and Qualitative Research: Variables, Attributes; Research Design: Exploratory, Diagnostic, Descriptive, and Experimental; Control Group and Experimental Group

4. Social statistics: measurement of correlation; measurement of central tendency; measurement of dispersion; measurement of skewness; measurement of kurtosis; Karl Pearson's correlation and rank correlation, statistical inference using point and interval estimates, parametric and nonparametric tests (Chi-Square, Test of Differences, Significance and Freedom), and analysis of variance and covariance using one- and two-way classification.

5. Hypotheses & Sampling: Concept & Types of Hypotheses, Formulation of Hypothesis, Testing of Hypothesis, Nature & Types of Sampling: Probability Sampling: Simple Random Sampling, Proportionate and Disproportionate Stratified Random Sampling, Cluster Sampling; Non-Probability Sampling: Accidental Sampling, Quota Sampling, Purposive Sampling, Snowball Sampling

He mentioned that **research problem** should be cautiously formulated as it forms the basis of the research design. He also discussed various kinds of scales and the different research techniques that can be used based on the type of independent and dependent variables. He stressed upon the **various types of tests** like, parametric, non-parametric tests that are used by researchers and statisticians in their research work. His session brought conceptual clarity among participants about the process of research and the steps to be undertaken while pursuing research. He brought to notice of all present in the workshop about the practical problems of research scholars in doing a research. In the later part of the session, he discussed the ongoing research work of the participants and resolved their queries.

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A Session on 'Academic Mental Health'

Dr. Marissa Edwards, Lecturer,
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Marissa Edwards is an award-winning educator, mental health advocate, and researcher at the University Of Queensland Business School. She is the current Co-Editor of the ***Handbook of Academic Mental Health***, to be published by Edward Elgar Press in 2023. Marissa has extensive experience as a lecturer and tutor, and completed her PhD thesis on decision-making processes underlying silence and whistle-blowing. **She is also the co-founder and co-curator of *Voices of Academia*,** a blog dedicated to academic mental health and well-being. Marissa is known internationally for her advocacy work and regularly facilitates workshops about academic mental health at universities across Australia, Europe, and the United States.

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Dr. Edwards began by outlining the subjects she planned to cover throughout the session.

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Different facets of mental health disorders, such as **depression, anxiety, and stress,** were covered during the session. People in higher education face a high level of stress, which leads to **structural changes in institutions that have resulted in more quantification of academic performance and decreased autonomy.** One of the most important variables in a student's academic development is a teacher's mental health. While giving a high-quality education is important, it's also important for teachers to build a close emotional connection with their students.

The speaker then covered several crucial issues with regard to academic mental health. She discussed the physical and mental wellbeing of PhD students. Among PhD candidates, **one in two reports feeling depressed, and one in three fears getting a mental disease.** The correlation between physical and mental health has continuously been shown by researchers. She also talked about the difficulties the academics confront, the influences on their health, and how they might overcome these difficulties. She discussed ways to recognise and deal with problematic thinking as she wrapped up the session. A teacher can only provide a helpful learning environment if they know how to support their own mental health. It's possible for teachers to spread the depressed, stressed state of mind known as burnout. The programme was developed with the intention of improving student learning as well as relieving the stress and burnout of teachers.

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A Session on 'How to publish in Top Tier Journals'

Dr. Rameshwar Dubey
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Prof. Rameshwar Dubey is a Full Professor-Operations Management, Montpellier Business School, France, and Reader-Operations Management (visiting) at Liverpool Business School, Liverpool John Moores University, and the Adjunct Professor at the Indian Institute of Management, Jammu.

The session was held online. The eminent speaker was presented with a Green Certificate by **Dr. Pallavi Srivastava.** For research academics and academicians, aiming for a top-tier journal is a difficult procedure. Academic research and managerial practice both benefit from publication in scholarly journals. As one moves up the academic career ladder, publication in one of those prestigious publications can open doors: Success in publication frequently seems to be followed by prestigious grants, long-term jobs, and exciting partnership chances.

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The **selection of journals** was emphasized upon by the speaker because it is an important step in the publishing process. He talked about the **steps involved in publishing**, beginning with how to find journals, article forms in various journals, submission to journals, assigning reviewers, reviewing and resubmitting, and eventual approval or rejection. He also outlined **standard desk reject criteria**, what reviewers look for when analyzing a work, and some advice for avoiding frequent errors. Before submitting a paper for publication, researchers should verify the submissions with the checklist given. With participants from various institutions, academics, and research scientists, the session was effectively held. A fruitful and constructive discussion between the audience members and the resource person brought the session to a close.

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A Session on 'Systematic Literature Review'

Dr. Satish Kumar
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Dr. Satish Kumar is an Associate Professor in the Department of Management Studies at Malaviya National Institute of Technology Jaipur, India. He is also Adjunct Associate Professor at Swinburne University of Technology, Sarawak Campus, and Malaysia. His research is focused on corporate finance, behavioral finance, small business financing, bibliometric analysis, and literature review. He is well known for his expertise on bibliometric analysis. He has around 150 articles published in leading journals. He has published extensively in top-tier journals FT 50, ABDC-A*/A and ABS-4/3 rated journals such as Contemporary Accounting Research, Review of Accounting Studies, British Journal of Management, European Financial Management, European Journal of Finance, Journal of Corporate Finance, Journal of Business Research, Journal of Service

Research, Corporate Governance- An International Review, and Technological Forecasting and Social Change, among others.

The session commenced in an online mode by welcoming the guest speaker **Dr. Satish Kumar**, **Department of Management Studies MNIT, Jaipur** with a Green Certificate. The session's goal was to teach students how to set clear objectives and review previous research in their area of interest. The definitions of systematic literature and meta-analysis were covered in his opening remarks. Dr. Satish outlined the value of doing a systematic literature review and the justification for doing so while writing a research paper by referring to it as a consolidation of the literature. The critical step of drafting research objectives was the session's main emphasis. The speaker started with a briefing on **Why, What, and How of Systematic Literature Review (SLR)**. He spoke about the importance of literature review, its characteristics and how it is different from being a part of a conceptual or empirical research and as an independent study.

The session proceeded by a diagrammatical representation of **steps for writing the SLR**, which included identification of key words, choosing databases, inclusion and exclusion criteria, search protocol and funneling down of the search to come to the concrete part by giving multiple examples through different papers.

A Session on 'Meta-Analysis'

Dr. Moutusy Maity
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Dr. Moutusy Maity is currently a Professor in the department of Marketing Management, at the Indian Institute of Management Lucknow (IIM-L). Prior to joining IIM-L, Moutusy was an Assistant Professor at the Indian Institute of Management-Bangalore (IIM-B), and at the University of Wisconsin, Whitewater, WI, USA.

Dr Maity's research interests are in the areas of consumer interaction with information and communication technology (ICT) (e.g., e-commerce, m-commerce, social media, desktop/laptop environment, mobile device), and the adoption of ICT (e.g., technology adoption at the bottom of the pyramid (BOP) in developing countries).

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Dr. Maity started the session by giving a brief idea about different types of Qualitative and Quantitative Review. She began by mentioning SLR is a type of literature review that uses systematic methods to collect secondary data in the form of published research papers. The objectives and outcomes of the concept were discussed briefly. The identification of the domain were given importance as once the domain is identified, we identify the existing study and then we develop it into the findings that are reported. A detailed SLR concept and its stages were narrated by Dr. Maity.

Then the speaker came to the topic of Meta-Analysis: Heterogeneity and Choice of Model concept, talked about its overview and the interpretation of the results derived. Traditional methods of review focus on statistical significance testing. Meta-Analysis focuses on the direction and magnitude of the effects across studies and not statistical significance. Dr. Maity explained the concept by giving examples through published papers. She also solved different queries of the attendees at the session.

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A Session on 'Exploratory Factor Analysis' and 'Cluster Analysis'

Dr. Masood H Siddiqui
Professor, Head of Department, Lucknow University

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Dr. Masood H Siddiqui is a professor and Head of Department of Statistics, Lucknow University. He has a teaching and consulting experience of more than twenty years including more than twelve years in Jaipuria-Lucknow. He also has an experience of three years in Govt. of UP as a Class I Gazatted Officer. He teaches papers like Quantitative Analysis, Data Analytics, Operations Research, Research Methods and Advanced Data Analysis.

The honorable speaker was presented with a Green Certificate and a memento by **Dr. Arti Chandani.**

The session included **'Exploratory Factor Analysis' and 'Cluster Analysis.'** The presentation went over the fundamental statistical concepts of factor analysis and cluster analysis while analyzing and interpreting exploratory factor analysis with SPSS using a case study example.

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Factor Analysis is a widely used multivariate technique. It is used in applied research in various areas like finance, marketing, HR, production and education. It is a data reduction technique that examines the underlying relations that exist among a set of variables. The broad purpose of factor analysis is to summarize data so that the relationships and patterns can be easily understood and interpreted. It allows researchers to investigate the concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors.

Cluster analysis can be an effective data-mining approach for identifying discrete groupings of clients, sales transactions, or behavioral patterns. The use of clustering techniques may be considered "pre-classificatory" in the sense that the researcher did not divide the subjects based on prior judgement (rows of the data matrix). The existence of "clusters" and the heterogeneity of some of the objectives is postulated.

 The concepts of statistics were introduced to the attendees. In addition to the briefing, **descriptive statistics with summary computations and graphical and tabular displays** were explained. The importance and background of the topic were explained to the attendees before moving on to it. The expert took a detailed session on interpretation of findings and reporting of results in research paper. The speaker enthusiastically engaged the audience in the conversation and helped them understand the concepts. Participants were quite pleased with the clarity of the topics.

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A Session on 'Structural Equation Modelling'

Dr. Uttam Chakraborty
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He is working as an Associate Professor at **Presidency University, Bangalore.** He worked as Assistant Professor at Jaipuria Institute of Management, Lucknow. He has also worked as Assistant Professor at Symbiosis Institute of Business Management (SIBM) Pune for almost two and half years.

Prof. Uttam Chakraborty has published in top-ranked International journals, for example, International Journal of Contemporary Hospitality Management, Journal of Research in Interactive Marketing, Journal of Promotion Management, Management Research Review, Global Business Review, and International Journal of Internet Marketing and Advertising. His management cases were accepted in Sage Business Cases. He also publishes in popular media such as Telegraph, Deccan Chronicle, The Pioneer, The Asian Age, Sakal Times, and Dailyhunt.

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The session commenced by inviting the speaker with a green certificate and a memento by Dean Research Dr. Anubhav Mishra. Around 30 participants were present in this session and all Jaipuria campus FPM scholars were present too.

The speaker briefed the audience that Structural Equation Modelling (SEM) is a set of statistical techniques used to measure and analyze the relationships of observed and latent variables. With the help of data and examples, he explained the Exploratory Factor Analysis and Confirmatory Factor Analysis. The participants learned SEM from using AMOS- a powerful tool for confirmatory validation.

It enabled the participants to specify, estimate, assess and present models to show hypothesized relationships. The outcome of the session will help the participants to build and test complex models more accurately and efficiently than standard multivariate statistics techniques. The speaker did the hands-on exercise on how to apply it in their current research work.

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A Session on 'Participatory Methods in Research'

Dr. Saumya Pant
Professor, Ohio University, USA

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Dr. Saumya Pant is the Director of the Communication and Development Studies program and a Lecturer in School of Media Arts and Studies. Dr. Pant is a teacher, a mother and an activist who believes that communication is at the heart of social change processes and effective change happens when communities organize strategically to achieve collective efficacy.

She is a global expert in strategically integrating entertainment-education programs with community-based group listening and locally available health care services. Dr. Pant's scholarly work has been published in international journals like Journal of Communication, Journal of Development Communication, and International Journal of Mobile Marketing among others. She authored the 'international development theories' submission in Encyclopedia of Communication Theory.

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The session commenced in an online mode by welcoming the speaker with a Green Certificate. The session was attended by students from several universities and business schools. Dr. Pant began the session by asking, 'What do you mean by Research?' She continued the conversation by offering her viewpoint on the research concept and an overview of the theoretical underpinnings of qualitative research.

Dr Pant next exhibited a series of slides, one after the other, to demonstrate the Participatory Met hods in Research of interviewing people and visiting rural locations. This session provided partic ipants with an overview of the instruments used in **Participatory Methods in Research.** The speaker underlined the significance of building egalitarian relationships at the beginning of the research process to make the participant comfortable in responding. Having the chance to gather fundamental, overall data at the community level using semi-structured interviews and "participatory" methodologies. Dr. Pant stressed the need of issuing reports as the session came to a close. According to her, the report's presentation of the study' findings must persuade the reader of their value and accuracy. Participants enthusiastically participated in the speaker's talk and voiced their opinions. Overall, it was a highly engaging session.

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A Session on 'Multi Criteria Decision Making'

Dr. Nripendra P. Rana
Professor, Qatar University, Doha

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Nripendra P. Rana is currently a Professor in Marketing at the College of Business and Economics at Qatar University, Doha, Qatar. He has done his MBA as well as PhD from Swansea University, UK. He has also worked as Professor in Information Systems at Swansea University, UK and the Head of International Business, Marketing and Branding Research Centre and Professor in Digital Marketing at the University Of Bradford School Of Management in the UK. He has been awarded the Clarivate Web of Science prestigious Highly Cited Researcher award for the three consecutive years since 2020 until 2022. Of the world's scientists and social scientists, Highly Cited Researchers truly are one in 1,000. He has 23,875 Google Scholar citations on his name for the research work he has produced until today.

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Numerous alternatives that have been evaluated using a set of criteria make up the majority of decision-making situations. Most of these issues lack dominant solutions, which means that none of the available options meet all requirements at least as well as the others and in some cases better.

In order to thoroughly assess alternatives (with a ranking or classification, for example) and arrive at a choice recommendation, Multiple Criteria Decision Analysis (MCDA) approaches are effective tools. Their strength is in their ability to represent each alternative with a lot of information when rating them, for instance, from best to worst, or when classifying them. The first half of the session was focused on the theoretical understanding of the Interpretive Structural Modelling (ISM) while the second part was based on its application. He talked about the steps involved in ISM methodology by giving multiple examples of his published papers. Thereafter, a hands-on exercise was conducted to develop Reachability Matrices, which was enthusiastically done by the participants. The session provided the participants an understanding of the most frequent features they dealt with in their complex problems and the main difficulties encountered while developing the alternatives and the criteria set, eliciting stakeholders' preferences, and choosing strategies to enhance the decision recommendation.