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27/11/2021

To  
The Director  
AIMBA, Sangamner

Subject: Report on Two-Day Workshop on Research Methodology

Dear Sir,

I am pleased to present a report on the two-day workshop on Research Methodology conducted at our MBA Institute on 25<sup>th</sup> -26<sup>th</sup> Nov 2021. The workshop aimed to equip MBA students with the necessary knowledge and skills to conduct research effectively, enabling them to pursue rigorous academic research and make informed business decisions based on sound research practices.

1. Workshop Objectives: The primary objectives of the workshop were as follows: a. To introduce students to the fundamental concepts and principles of research methodology. b. To familiarize students with various research designs, data collection methods, and analysis techniques. c. To provide practical guidance on developing research proposals and conducting literature reviews. d. To enhance students' understanding of statistical analysis and data interpretation. e. To foster critical thinking and analytical skills necessary for conducting robust research. f. To encourage students to apply research methodologies to real-world business problems.

2. Workshop Agenda: The workshop was designed as an interactive and hands-on learning experience, comprising a combination of lectures, discussions, and practical exercises. The agenda for each day was as follows:

Day 1:

- Introduction to Research Methodology: Overview of research objectives, types of research, and the research process.
- Research Design: Understanding various research designs, including quantitative, qualitative, and mixed methods.
- Data Collection Methods: Exploring primary and secondary data collection methods, surveys, interviews, observations, and case studies.



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- Introduction to Sampling Techniques: Understanding sampling methods and their application in research studies.

- Practical exercises and case studies to reinforce concepts.

Day 2:

- Data Analysis Techniques: Introduction to statistical analysis, including descriptive and inferential statistics.

- Statistical Software: Hands-on training on statistical software tools commonly used in research analysis.

- Interpretation of Research Findings: Understanding how to interpret research results and draw meaningful conclusions.

- Research Proposal Development: Guidelines and best practices for developing a comprehensive research proposal.

- Ethical Considerations in Research: Exploring ethical guidelines and considerations in conducting research.

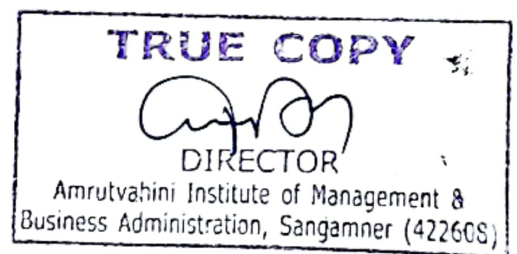
- Closing remarks and feedback session.

3. Workshop Facilitators: The workshop featured experienced faculty members and industry experts with a strong background in research methodology and extensive practical knowledge. Their expertise in the field of research provided participants with valuable insights and guidance throughout the workshop.

4. Participant Engagement: The workshop witnessed enthusiastic participation of around 234 MBA students, who actively engaged in discussions, asked insightful questions, and shared their experiences related to research. The practical exercises and case studies encouraged participants to apply the concepts learned and gain a hands-on understanding of research methodology.

5. Key Takeaways: The workshop provided several key takeaways for the participants, including:

- a. A comprehensive understanding of research methodology and its application in business contexts.
- b. Knowledge of different research designs and data collection methods suitable for various research objectives.
- c. Skills in data analysis techniques and statistical software tools commonly used in research studies.
- d. Ability to critically evaluate research findings and draw meaningful conclusions.
- e. Proficiency in developing research proposals that adhere to ethical guidelines.
- f. Enhanced critical thinking and analytical skills necessary for conducting rigorous research.



6. Feedback and Evaluation: Feedback surveys were distributed at the end of the workshop to gather participants' feedback on various aspects of the event. The feedback received was overwhelmingly positive, with participants expressing their satisfaction with the workshop content, delivery, and overall organization. Participants appreciated the interactive nature of the workshop and the practical exercises that allowed them to apply their learning.

7. Conclusion: The two-day workshop on Research Methodology successfully provided MBA students with a solid foundation in research practices and methodology. The event facilitated a collaborative learning environment

*R.B. Gawali*

**Dr. R.B. Gawali**  
Coordinator-Learning & Development

CC to : Sanstha Office

