

*One Week Online Faculty  
Development Programme  
on Research Methodology in  
Management*



19<sup>th</sup>-24<sup>th</sup> October, 2020

**Coordinator  
Dr. Soumya Jose**



Organized  
By  
School of Humanities and Management  
NIT Andhra Pradesh  
Kondaprolu, West Godavari District,  
Tadepalligudem

**About the Institute**

National Institute of Technology Andhra Pradesh is the 31<sup>st</sup> institution among the chain of NITs started by the Government of India. NIT Andhra Pradesh was established in the state of Andhra Pradesh in the year 2015. With the support of MHRD and an active role of the director, Prof. C. S. P. Rao, the institute started functioning in its permanent campus which is widely distributed in 178 acres. Most of the buildings are under construction and some of them are in the finishing stage. All the students now reside in the newly constructed hostel buildings inside the permanent campus. Presently, the institute offers B.Tech, M.Tech, M.S (by research) and Ph.D. programs. The institute offers B.Tech., M. Tech., M.S. (by Research) and Ph.D. Programmes in Eight Engineering Disciplines. The institute is about to launch M. Tech. Programmes across thrust engineering domains from the year 2020.

**School of Humanities and Management:**

School of Humanities and Management offers both core and elective courses for all B.Tech programmes. The School offers Full/Part Time PhD Programme in English and in Management. The faculty members of the department are specialized in the areas of human resource management, entrepreneurship, retailing, branding, consumer behaviour, consumer loyalty,

social marketing, educator development, portfolio management, service quality measurement, financial economics, rural marketing, green marketing, gender studies, diaspora studies, and postcolonial literature.

**Objective of this Program**

- To provide an overview of research methodology
- To unravel the various research designs and multivariate methods of research
- To render deep exposure to multiple tools and techniques of managerial decision making and data analytics

**Who Can Attend?**

- Graduate students, Post graduates and scholars carrying out research in the field of management
- Industrialists who have a flair for research
- Faculty members from B-schools, Technical Institutes, and Arts and Science Colleges.

**Contact Address:**

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School of Humanities and Management  
NIT Andhra Pradesh

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## About FDP

The dynamic realm of academic research requires ceaseless chiselling of research methodology. This FDP is conceptualized and designed to enrich the research prowess with novel research strategies in Management. This programme endeavours to provide conceptual clarity to research methods and basic statistics. A few key areas that this FDP focuses on are research design, structure and implementation, decision making tools, qualitative and exploratory research methods, and applications of machine learning in management research.

## Selection Criteria & Certificate Issuance

Selection will be done on a first-come-first-serve basis. E-certificates will be issued to the participants who attend all the sessions.

## Registration Fee:

Faculty-Rs. 500/-

Research Scholars and PG Students-Rs.300/-

*Fee needs to be paid only after getting the confirmation e-mail from the FDP coordinator.*

The fee is non-refundable. Please [click here](#) for online registration.

## Important Dates:

- Last date for submission of registration form: 15<sup>th</sup> October, 2020 (5:00 PM) or until the maximum intake (as determined by NIT Andhra Pradesh) is met, whichever happens earlier.
- Intimation of selection will be through e-mail.

## Organizing Committee

### Patron

#### Prof. C. S. P. Rao

Director, NIT Andhra Pradesh



### Co-patron

Dr. Dinesh P. Sankar Reddy  
Registrar i/c  
NIT Andhra Pradesh

### Coordinator

Dr. Soumya Jose

## Organizing Members

Dr. Premalatha.K      Ms. Prabhavathi.K  
Dr. Linet Thomas      Ms. Krishnaja.T.S

## List of Speakers



#### Dr. Balakrishnan Muniapan

Associate Professor  
School of Business and Administration  
Wawasan Open University,  
Malaysia



#### Dr. Rama Devi V

Associate Professor & Head  
School of Management  
National Institute of Technology,  
Warangal



#### Dr. Ritanjali Majhi

Associate Professor,  
School of Management,  
NIT Karnataka



#### Dr. K. Muhamamd Shafi

Associate Professor  
School of Management Studies  
NIT Calicut



#### Dr. G. Muruganantham

Associate Professor  
Dept. of Management Studies  
NIT Tiruchirapalli



#### Dr. Rajeev Kumar Panda

Associate Professor  
School of Management  
NIT Rourkela



#### Dr. Pradyot Ranjan Jena

Associate Professor,  
School of Management,  
NIT Karnataka



#### Dr. S. Nivethitha

Assistant Professor  
Dept. of Management Studies  
NIT Tiruchirapalli



#### Dr. Vikas Thakur

Assistant Professor  
School of Management  
NIT Rourkela



#### Dr. Sreejith S

Assistant Professor  
School of Management  
NIT Calicut



#### Dr. Saurabh Verma

Assistant Professor  
Dept. of Management  
NIT Silchar



#### Dr. Soumya Jose

Assistant Professor  
School of Humanities and Management  
NIT Andhra Pradesh