



D Y PATIL
— INSTITUTE OF —
MANAGEMENT
AMBI, PUNE

TWO DAYS STATE LEVEL SEMINAR
ON
RESEARCH METHODOLOGY

Attendees include-

- **Research scholars**
- **Academicians**
- **Industrialist**
- **Students**

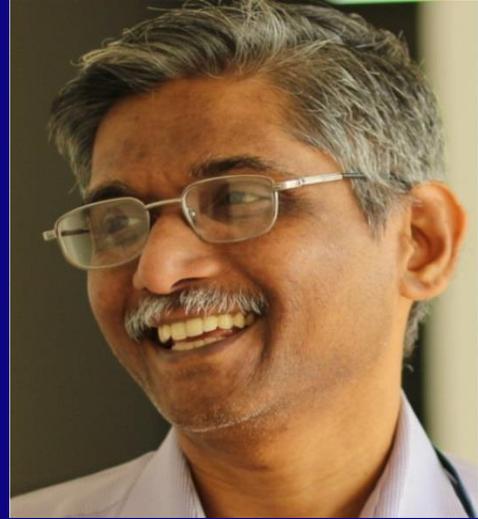
05th February 2019 - 6th February 2019

Time- 8:30-4:00

Venue- D.Y. Patil Technical Campus, Seminar Hall, Engineering Building, Ground Floor

RESOURCE PERSON

He is an Assistant Professor at Amity University, Mumbai for the subjects of Marketing Management, Consumer Behaviour, Marketing of Services and Marketing Research. He has published huge numbers of research papers on National and International Journal. He is also the author of many books for the MBA and MMS course. Dr. Kulkarni is also associated with other institutes as a member.



DR.SAMEER KULKARNI



DR.ROSHAN KAZI

He is a Professor and HOD of MBA department, Allana Institute of Management Sciences, Pune. He specializes in Marketing and Quantitative Methods. He is a sought after trainer in statistical software SPSS. He is a PHD in Business Administration from University of Pune and Post Doctorate fellow in Management from Indian Institute of Management, Indore. He is known for his workshops on Public speaking. He has national and international publications to his credit. He is a brand name in Pune for Statics.

SEMINAR SCHEDULE ON RESEARCH
METHODOLOGY

INTRODUCTION TO RESEARCH (DAY 1)
05TH FEBRUARY 2019

<u>Session</u>	<u>Topics</u>	<u>Resource Person</u>
1	Meaning of Research, types of Research, Objectives, Scope, Problem Identification	Dr.Sameer Kulkarni
2	Literature Review, Framing of the Questionnaire	Dr.Sameer Kulkarni

INTRODUCTION TO RESEARCH (DAY 2)
06TH FEBRUARY 2019

<u>Session</u>	<u>Topics</u>	<u>Resource Person</u>
1	Research and its Types, Data Analysis	Dr. Roshan Kazi
2	Hypothesis Formation, types of errors, conclusion	Dr.Roshan Kazi

The Programme

Introduction

D.Y. Patil Institute of Management, Ambi organized two days State Level Seminar on 5th and 6th February 2019 where almost 100 candidates participated which includes PhD Scholars, industrialist, Academicians, and students. The programme was scheduled for the entire day and all the candidates shown great involvement towards it. For undergoing high quality research work and writing good research papers, one requires to collect, interpret and logically document the information. The art of drawing coherent conclusions, supported by appropriate research tools and reference citation is vital for quality research work. The recent innovations in statistical applications, availability of statistical software applications allow scholars/researchers to test more complex, multilevel and dynamic models. The programme was successfully done and was highly appreciated by the participants as they got to know the basic learning and concepts of writing research papers and doing their research related work such as research instruments, tools and techniques and research methods.

Objectives of the Seminar

The key objective of this work shop is to enable the students:

- to formulate a research proposal
- to develop suitable Research Methods & Data Analytical Tools
- to draw better conclusions from the analysis and
- to write a good Research Paper

Dr. Varsha Bihade (Director)



**Prof. Jaykar Jadhav
(Conveyor)**



**Prof. Gunwant Rahane
(Co- Conveyor)**

DAY - 1

Felicitation

The day begun with the formal inaugural session by welcoming the guest and lighting up the lamp. The inauguration was done by our chief guest, Honr. Director, Registrar, HOD and faculties. The resource person for the first day was Dr. Sameer Kulkarni. He was introduced by Shreyas Kalambkar, MBA First Year learner and was felicitated by Dr.Varsha Bihade with a bouquet and token of gratitude.

Session

The seminar started from 10 am in the morning. Almost 60 participants were available in the auditorium for learning the concepts related to research methodology. The audience covered research scholars, industrialist and students. Dr. Sameer Kulkarni started his session with the basic introduction to research. He highlighted the overview of research and data analysis and the importance of data collection in the research. He described that how the systematic, intensive and patient study in a particular field can be directed towards the scientific undersatnding of the concept. Morning session was carried out for 2 hours till 12:30 pm. The afternoon session started after the lunch. In continuation to the same topic, speaker briefed about the statistics with summary calculations in which graphical and tabular graphs were displayed. He made the entire session very participative and engaged all the students with questions and answers. Participants were highly satisfied by having clarity about the concepts. At the end, Stephy David gave a heartfelt vote of thanks to the guest and participants as well for their valvable appearance.



DAY - 2

Felicitations

For the second day, we had Dr. Roshan Kazi, a well-known brand name for Statistics in Pune. The day began with the inauguration ceremony where all the respected dignitaries along with the guest lighted up the lamp. Lovely Kumari gave a wonderful introduction about our guest highlighting all the achievements and his career objectives. Dr. Varsha Bihade felicitated him with a small token of gratitude.

Session

The speaker started his session from 10 am emphasizing on What is research and what does it mean? Within a short duration he attracted the audience towards his teachings and the crowd applauded high with a sound of claps. The best part about his teaching pattern was the live examples he used for making the crowd understand the terms related to the research. During the morning session he taught about the importance of conducting research and the methods. He explained about the Hypothesis and how to test the hypothesis for carrying out the research study. All the participants were clear about the general concepts and how to write the research papers and also about the detail work that is required for the study. The session lasted for two hours and then everyone moved for the lunch break.

The afternoon session started at 1 pm wherein he taught about errors that occur during the research. He suggested the idea in order to test the hypothesis and introduced about Type I and Type II errors. He showed various mathematical calculations with the real-life examples which were easy to carry out for the individual performing work.

At the end of the session, Sarang Meshram gave a beautiful vote of thanks for his graceful presence and enlightening the participants with his treasure of knowledge. He also marked the participants, faculties and co-ordinators of the programme for organizing the two days session.



VALEDICTORY FUNCTION

The Certificates were presented to the participants by the esteemed dignitaries. All the participants expressed their satisfaction for the seminar and overall coordination of the faculties of the department as well as the whole program. Thereby, the two days state level seminar came to an end.



Prepared By- Prof. Sweta Kiran