

Workshop on Business Research Methods

A Three Day Workshop on Business Research Methods using SPSS was organized and coordinated successfully by Dr. M. Sivakoti Reddy, Convener and Dr. P. Lakshmi Narayanamma, Co-Convener, Department of Management Studies from 6-8th June 2019. The core objective of the workshop was to equip the participants with set of skills and potentiality to undertake the research very effectively in the disciplines of social science and to turn completed research into publishable material of high quality in the form of thesis, articles, and journals. The workshop consists of both theory and practical. By the end of the programme they are expected to develop conceptual clarity and practical knowledge to undertake quality research. The workshop commenced, after the registration of participants, introductions and Inaugural function. The workshop opened with a formal Inaugural session at 10.00 am. The workshop was inaugurated by the gracious guests Dr. G. V. K. Acharyulu, Professor, Hyderabad Central University, Dr. K.Kalpana, HOD, Dr. B. M. Rao, Professor, Dr. M. Sivakoti Reddy, Convener. Dr. G. V. K. Acharyulu addressed the gathering on importance of research and stressed the role of basic research, importance of business research and its contribution towards Indian economy. He had thrown light on sources of funding agencies for research like UGC, AICTE, SPARC & IMPRESS. He also quoted examples of various sectors like Airlines, Pharma, Agricultural, Retailing, Micro Finance, e-governance and suggested the participants to identify the gap and suggest better solutions to the existing problems.

Dr. M.Sivakoti Reddy deliberated how statistics is misused by researchers in the present research process. The session provide insight about the various tests to be adopted for qualitative and quantitative data and explained when and where to apply the exact statistical technique namely descriptive statistics, correlation, regression, chi square, ANOVA, t- test or Z- test. The speakers also explained the types of regression and illustrated situations where each would be used. The combination of independent and dependent variables as dichotomous, continuous, and categorical and the statistics to be used were explained by the speakers. And briefing was done what will happen when the statistics was misused with detailed practical examples.

The last day of the workshop had its valedictory session. It began with a brief outline of the sessions of the workshop. This was followed by a brief feedback session from the participants of the workshop. All participants expressed their satisfaction about the workshop and overall coordination of the faculties of the department as well as the whole program. The Certificates were presented to the participants by the esteemed dignitaries. The workshop was concluded with a vote of thanks and was concluded with happy note from everyone.