



NATIONAL APEX CHAMBER

# Management Development Program (MDP) on Research Methodology: Tools & Techniques

30.06.2020, Tuesday (4:00 pm to 6:00 pm)

## Introduction

Research competencies and skills are essential for the effective conduct and understanding of the research process for evidence-based decision-making, whether in business, government or civil society.

Since the last few decades, the importance of data analysis and interpretation has increased manifold in academic research and various business sectors. However, there exist a number of issues related to structured research approaches like problem identification, data collection, selection of correct research methodology, interpretation of results and so on.

The education committee of PHDCCI presents a curated blend of MDP on Research Methodology: Tools & Techniques to equip the participants with the requisite knowledge for identifying a relevant research problem, implementation of appropriate research design, and selection of adequate data analysis techniques and interpretation of results.

## Objectives

- To conceptualize Qualitative research methods and modelling
- To train the learners in Tools and techniques of Qualitative research methods, Structural Equation, Modelling (PLS) - An Introduction and Software: PLS-SEM

## Who can participate?

- Industry personnel interested in learning analytical and presentation skills for sound decision making
- Academicians/Faculties who want to enhance their research skills
- Students and Research Scholars who are about to step into the field of research
- Training institutes, learners from different fields of social sciences, market research, Information technology, health sciences, data miners,
- Marketing personnel, government functionaries

## Workshop Delivery Mode

The online workshop will be in Device-to-Device (D2D) mode on the Zoom platform with adequate security features. The participants will attend the sessions by logging in from their computers.

## Certification

The participants will be awarded a certificate of Participation in the Management Development Program (MDP) On Research Methodology: Tools & Techniques.

## MODULE OF THE PROGRAMME

- |   |                                      |
|---|--------------------------------------|
| 1. Introduction to Qualitative Research Methods         | 3. Structural Equation               |
| 2. Tools and techniques of Qualitative research methods | 4. Modelling (PLS) - An Introduction |
|   | 5. Software: PLS-SEM                 |



## HURRY UP LIMITED SEATS AVAILABLE!

To ensure individual attention only 40 students will be taken into this batch. PHDCCI reserves the right to close registrations before 25.06.2020

**Registration Fee: 250**  
(Inclusive of GST)

**REGISTER ME**

**Last date of Registration: 25.06.2020**

## About PHDCCI

PHD Chamber of Commerce and Industry, established in 1905, is a proactive National Apex Chamber working at the grassroot level and with strong national and international linkages. PHD Chamber, through its research-based policy advocacy role, positively impacts the economic growth and development of the nation.

It is one of the Premier Chambers in India to have been accredited with "Diamond Grade" by NABET (QCI), at national and international level.

**For additional information about the program, please contact**

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