

Activity: Seminar On Research Methodology

Date: 27th March 2021

Time: 10.00 am

Location: ISME, 2nd Floor Classroom 3

Resource Person(s): Dr. J Meenakumari

Faculty In-charge: Dr. Meena

Student In-charge:

No of students/Participants present: 15

URL if applicable:

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE.**

**SEMINAR
ON
RESEARCH METHODOLOGY**

ABOUT ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 1% B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. ISME Bengaluru is the recognized Research Centre of University of Mysore, and it also offers Fellow Program in Management recognized by AICTE.

About the Seminar

The seminar on Research Methodology will provide an in-depth understanding of research paradigms, research design, data collection techniques, ethical considerations, and writing research proposals and reports. It aims to equip participants with the knowledge and skills to conduct rigorous, ethical research and contribute to the development of high-quality research practices.

Resource Person - Dr. J Meenakumari



Dr. J Meenakumari has over 25 years of experience in educational excellence, research, and mentorship. She is passionate about cultivating a culture of excellence and research, providing impactful mentorship, and elevating students and faculty. As a consultant, she has suggested effective educational strategies and embraced pioneering technologies for sustainable growth, resulting in impactful outcomes.

27th MARCH 2021

Program co-ordinator - Dr. Meena

FOR MORE DETAILS CALL AT tel: +91 88806 12345 OR MAIL AT research@isme.in

Event Report

Prof. Meena began the session by emphasizing the importance of research methodology in ensuring the validity, reliability, and rigor of research findings.

She focused on several topics like

- 1) Understanding Research Methodology – components of research methodology, research design, data collection, data analysis techniques
- 2) Significance of selecting appropriate research methodologies based on the research questions, objectives and context
- 3) Types of research methodologies such as qualitative, quantitative and mixed methods approaches
- 4) Research designs and its role in structuring the research process.
- 5) Different types of research designs were discussed like experimental, correlational and descriptive research designs
- 6) She also provided brief introduction to descriptive statistics, inferential statistics , thematic analysis and content analysis

The session ended with Q and A from scholars.

Geotagged Photographs with Caption

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Activity: Seminar On Business Policy and Strategic Management

Date: 27th March 2021

Time: 10.00 am

Location: ISME, 2nd Floor Classroom 3

List of Participants

Sl No	Name of the Participant
1.	Shurly Tiwari
2.	Dr. S Shyam Prasad
3.	Dr. Ramesh Kumar Murugesan
4.	Sambatur Haritha
5.	Stuti Agarwal
6.	Meena Kumari
7.	Vikku Agarwal
8.	Sudindra VR
9.	Rema Viswanathan
10.	Sakeerthi S
11.	Kiran Kumar K V
12.	Raja Sankaran
13.	Anshu sharma

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date: 27th March 2021



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Sample Certificates (where Applicable) – Max 2 and Max 6



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88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



Seminar on Research Methodology

Certificate of Participation

Mr. Vikku Agarwal

For Participating in the Seminar on
Research Methodology
conducted on 27th March 2021

DR. RONY G KURIEN
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Seminar on Research Methodology

Certificate of Participation

Ms. Sakeerthi S

For Participating in the Seminar on
Research Methodology
conducted on 27th March 2021



DR. RONY G KURIEN
DEAN