



Activity: Workshop On Model Building and Developing Research Hypothesis

Date: 25th February 2022

Time: 10.00 am to 12.30 pm

Location: ISME, 2nd Floor Classroom 4

Resource Person(s): Dr. S Suresh Kumar


Faculty In-charge: Dr. Ramesh M

Student In-charge:

No of students/Participants present: 16

URL if applicable:

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**

**WORKSHOP
ON
MODEL BUILDING AND DEVELOPING
RESEARCH HYPOTHESIS**

25 February 2022

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 10 Schools in Bangalore and top 1% B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management.

ABOUT THE WORKSHOP

The workshop will discuss the importance of understanding connections through models and hypotheses. It will elaborate on defining the question, choosing a theoretical framework, choosing a model structure, developing a hypothesis, testing the hypothesis, and using data analysis techniques.

RESOURCE PERSON - DR. S SURESH KUMAR

DR. S SURESH KUMAR IS CTO AT BRAIN TOWER CMAA. HE IS A DATA SCIENTIST WITH 20+ YEARS OF EXPERIENCE IN BUSINESS ANALYTICS, BLOCKCHAIN, AI AND Azure ML. HE HAS EXPERIENCE IN CREATING PREDICTIVE DATA MODELS, RESOLVE ML, ALGORITHMS FOR PERCENTAGE AND ANALYZING DATA MINING ALGORITHMS TO DELIVER INSIGHTS AND IMPLEMENT ACTION-ORIENTED SOLUTIONS TO COMPLEX BUSINESS PROBLEMS. HE ENSURES SUCCESSFUL WORK USING HUMAN AND SCRUM METHODOLOGIES. DR. KUMAR HOLDS A PROFESSIONAL ENGINEER AND MANAGEMENT COURSE IN NUCLEAR, BIOLOGICAL, CHEMICAL, SCIENCE AND DAMAGE CONTROL, A SPECIALIST NETWORK MANAGER, A NOISE AND VIBRATION PROFESSIONAL, TOTAL QUALITY MANAGEMENT, AND A CERTIFIED SOFTWARE TEST MANAGER.



Program co-ordinator - Dr. Ramesh M

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

Event Report

Dr S Suresh Kumar enlightened the participants on the above topic and the highlights are as below:

Unveiling Connections: Models & Hypothesis

Understanding the world involves finding patterns between things. Here's a look at two key research steps:

Model Building:

Define the question and variables: What are you researching and what factors are involved?

Pick a theoretical framework: Existing knowledge guides how variables might be related.

Choose a model structure: This depends on your research question and variables (e.g. linear regression).

Developing a Hypothesis:

If-then statement: Clearly state the predicted relationship (e.g. "If social media ad exposure increases, brand awareness increases").

Testable and falsifiable: The hypothesis should be testable and potentially rejected.

Directional/Non-directional: Does the hypothesis predict a specific direction (increase/decrease) or just a connection?

Example:

Question: Does social media advertising affect brand awareness? Independent Variable: Exposure to social media ads Dependent Variable: Brand awareness

Hypothesis: People exposed to more social media ads will have higher brand awareness than those with lower exposure.

The Link:

The chosen model tests the hypothesis.

Data analysis techniques are used within the model to see if the predicted relationship holds true.

Overall the programme was quite interactive and added value to our participants.

Geotagged Photographs with Caption

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List of Participants

Sl No	Name of the Participant
1.	Dr. S Shyam Prasad
2.	Shurly Tiwari
3.	Dr. RameshKumar Murugesan
4.	Sambatur Haritha
5.	Shruthi Nanjappa
6.	Dr. Nisha Mary Thomas
7.	Stuti Agarwal
8.	Dr. MeenaKumari
9.	Vikku Agarwal
10.	Dr. RATCHANA R
11.	Sudindra VR
12.	Rema Viswanathan
13.	Sakeerthi S
14.	Kiran Kumar K V
15.	Raja Sankaran
16.	Anshu sharma

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name: DR. NISHA MARY THOMAS

Date: 25th February 2022



Nisha

Head-Research
ISME, Bangalore.

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





**INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE**

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**Workshop on Model Building and Developing
Research Hypothesis**

Certificate of Participation

Ms. Stuti Agarwal

For Participating in the Workshop on
**Model Building and Developing
Research Hypothesis**
conducted on 25th February 2022

Nisha

DR. NISHA MARY THOMAS
HEAD - DEPARTMENT OF RESEARCH