



20<sup>th</sup>

# National Research Methodology Workshop

on Advanced Research Methods  
for Business Modelling

August 05 – 10, 2024

Organized by



**PRESTIGE INSTITUTE OF  
MANAGEMENT & RESEARCH, INDORE**

(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)

# ABOUT PIMR

Prestige Institute of Management and Research, Indore is a dynamic institution focused on providing high-quality professional education and training. Established with the goal of meeting the educational and training needs of students and industry executives, the institute began its journey in 1994 by introducing MBA (full-time) programs and a Bachelor of Business Administration program in Management. Over time, it has also launched specialized programs such as an MBA in Marketing Management, International Business, Financial Administration, Personnel Management, Advertising & Public Relations, as well as undergraduate and postgraduate programs in various disciplines including Mass Communication, Foreign Trade, Computer Applications, Law, and Liberal Arts. The institute is also recognized as a research centre for the Ph.D. program in Management. What sets the institute apart is the diverse range of professional programs it offers under one roof, with the ambition of becoming one of the premier self-financed educational and training centres in the country.

Our unwavering dedication to providing top-tier education has earned us the prestigious Autonomous Status (Fourth Cycle), a recognition bestowed by the University Grants Commission, a testament to our commitment to educational excellence. Our glorious journey is adorned with laurels, including the rare distinction of thrice consecutive accreditation by the esteemed NAAC (National Assessment and Accreditation Council, UGC), achieving the pinnacle with an 'A++' Grade. The institute is ISO 9001:2015 certified and is recognized by the University Grants Commission under 2 (f) and 12 (b). It also serves as a mentor Institute for the NAAC under the Paramarsh Scheme of the University Grants Commission. The MBA program has been accredited by the National Board of Accreditation under AICTE in 2000, 2003, and 2012. Consistently ranked among the top business schools in national surveys conducted by Business Today, Cosmode, Ministry of Human Resource Development, Business India, and Outlook, the institute's achievements in its thirty years of existence have been widely acclaimed.



Management research is a systematic process of gathering, recording, and analyzing data to facilitate the decision-making process. Applied research facilitates managerial decision-making and reduces uncertainty. It is an amalgamation of techniques and procedures that helps the researcher to know and understand the phenomena in focus. It connotes patient study and scientific investigation, wherein the researcher takes another, more careful look at data to discover all that can be known about the subject under study.

This six-day workshop will emphasize enhancing knowledge of advanced research methods for business modelling using various advanced statistical tools and techniques. Versatile experts will be sharing their experiences in Systematic Literature Review, Structural Equation Modeling, and Financial Modelling. Participants will learn how to conduct high-quality systematic literature reviews, how to develop and evaluate SEM models, and build robust financial models. This comprehensive training will cover the critical techniques and tools essential for effective research, data analysis, and interpretation.



# WORKSHOP OBJECTIVES

- To equip participants with a comprehensive understanding of the systematic literature review process, from identifying research questions to synthesizing results.
- To improve the knowledge of participants about research methodology that enables them to conduct high-quality, rigorous research.
- To introduce the concepts of structural equation modelling (SEM) among participants.
- To develop the capability to specify, estimate, and evaluate SEM models using popular statistical software.
- To provide a solid foundation in financial modelling using popular statistical software.

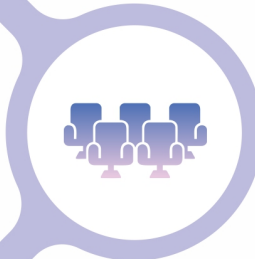
## INTAKE

The maximum intake for the workshop shall be 60 seats. Notification and instructions for selected candidates shall be communicated through the registered email. Attendance for all the sessions is mandatory for the certificate of this workshop.



## WHO SHOULD ATTEND?

The workshop will be open to all academicians, research scholars, financial analysts, and industry professionals who have a keen interest in enhancing their research and analytical capabilities, producing high-quality research outputs, and want to produce a research paper on systematic literature review.



## IMPORTANT DATES

- Last date for early bird registration: **July 25, 2024**
- Last date for the registration: **July 31, 2024**
- Workshop dates: **August 05 – 10, 2024**



## PRE-REQUISITES

- Participants should have a basic understanding of research methodology principles.
- Familiarity with Microsoft Excel will be helpful.
- Participants are required to carry their Laptop



## VENUE

**Prestige Institute of Management and Research, Indore**

2, Education & Health Sector, Scheme No. 54, Indore-452010, Madhya Pradesh



# REGISTRATION DETAILS

Category	Registration Amount
Industry professionals	Rs. 7000
Academicians	Rs. 6000
Research Scholars	Rs. 3000

## Note:

- (i) In case of group registration from a single institute (more than 2), a flat discount of 10% will be offered.
- (ii) In the case of early bird registration until July 25, 2024, a 10% discount will be provided.
- (iii) The registration amount includes entry in all the sessions, reading materials, e-books, certificate of participation (if attended all the sessions), breakfast, tea, coffee, and lunch.
- (iv) The registration amount excludes accommodation and travel charges. If any participant requires any accommodation and travel-related assistance, then they can contact the workshop coordinators.

## BANK DETAIL FOR NEFT/RTGS/IMPS/UPI TRANSFER

### Account Name: Prestige Education Society PIMR-PG

- Bank: Punjab National Bank
- Account No.: 6251002100000821
- IFSC Code: PUNB0625100
- Branch: PIMR, Scheme No. 54, Indore
- Branch Code: 6251
- MICR Code: 452024015

**Note:** Please mention the online payment transaction ID and Date in the registration form.

## REGISTRATION FORM LINK AND QR CODE

<https://forms.gle/jPvNbcxqKsk7kiy17>





# PROGRAM SCHEDULE

## DAY 1: MONDAY, AUGUST 05, 2024

09:00 AM- 09:30 AM	Breakfast & Registration
09:30 AM-10:00 AM	Inaugural Session
10:00 AM- 11:30 AM	Systematic Literature Review-1
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Systematic Literature Review-2
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:00 PM	Systematic Literature Review-3
4:00 PM- 4:15 PM	Tea Break
4:15 PM- 5:30 PM	Group Activity on Systematic Literature Review

## DAY 2: TUESDAY, AUGUST 06, 2024

10:00 AM- 11:30 AM	Simple Linear Regression
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Multiple Linear Regression
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:00 PM	Logistic Regression
4:00 PM- 4:15 PM	Tea Break
4:15 PM- 5:30 PM	Group Activity- First Draft of Review Paper

## DAY 3: WEDNESDAY, AUGUST 07, 2024

10:00 AM- 11:30 AM	Exploratory Factor Analysis
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Confirmatory Factor Analysis
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:00 PM	Structural Equation Modelling using AMOS-1
4:00 PM- 4:15 PM	Tea Break
4:15 PM- 5:30 PM	Group Activity- Second Draft of Review Paper

## DAY 4: THURSDAY, AUGUST 08, 2024

10:00 AM- 11:30 AM	Structural Equation Modelling using AMOS-2
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Structural Equation Modelling using AMOS-3
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:00 PM	Structural Equation Modelling using Smart PLS
4:00 PM- 4:15 PM	Tea Break
4:15 PM- 5:30 PM	Group Activity-Final Draft of Review Paper

## DAY 5: FRIDAY, AUGUST 09, 2024

10:00 AM- 11:30 AM	Financial Modelling-1
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Financial Modelling-2
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:00 PM	Financial Modelling-3
4:00 PM- 4:15 PM	Tea Break
4:15 PM- 5:30 PM	Financial Modelling-4

## DAY 6: SATURDAY, AUGUST 10, 2024

10:00 AM- 11:30 AM	Financial Modelling-5
11:30 AM- 11:45 AM	Tea Break
11:45 AM- 1:30 PM	Financial Modelling-6
1:30 PM- 2:30 PM	Lunch
2:30 PM- 4:30 PM	Group Presentations of Review Papers
4:30 PM- 4:45 PM	Tea Break
4:45 PM- 5:30 PM	Valedictory Ceremony

## RESOURCE PERSONS



**DR. MANOJ  
KUMAR DASH**

**Dr Manoj Kumar Dash**, Has published 87 research papers in various journals of International and National repute. He is the author of eleven research books of International repute titled “Applying Predictive Analytics in Service Sector”, “Intelligent Techniques and Modeling Applications in Marketing Analytics”, and “Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing” all published in IGI Global USA, “Applied Demand Analysis” and “Think New-Think Better: A case study of Entrepreneurship” published by Serial publication India and two textbooks on “Managerial Economics” published by Global Professional Publication United Kingdom and edited five books till date.

Besides being a regular faculty at the Indian Institute of Information Technology and Management, Gwalior, he was also a visiting faculty at the Indian Institute of Management - Indore; an Adjunct faculty at Lancaster University, United Kingdom; visiting professor at Symbiosis Institute of Operation Management, Nashik and G D Goenka World Institute, Gurgaon. He has conducted 34 Faculty Development Programs sponsored by AICTE, MHRD, and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate Analysis in Marketing, SPSS software, etc.

He delivered a lecture as a resource person and Keynote speaker in 96 programs organized by reputed institutes in India, i.e.; Indian Institute of Management Lucknow, IIITM Gwalior, ITS Mohan Nagar, SIOM Nashik, Utkal University, Berhampur University, Odisha, etc. He was involved as Chair Member in the International Conference of Arts and Science held at Harvard University, Boston (USA). Seven research scholars were awarded their Ph.D. Degree under his able guidance. He visited two countries USA and Cyprus to present papers at international conferences.



**DR. S.S.  
BHAKAR**

**Dr. Sher Singh Bhakar** is currently heading the Prestige Institute of Management and Research, Indore as Group Director. The Institute is a multidisciplinary Institution and offers programs in Management, Commerce, Economics, Law, and Computer Applications. He has been associated with the Prestige group since 6<sup>th</sup> October 1994, the first day of the group’s educational foray. He headed PIMR, Gwalior as Director for 17 Years.

Dr. Bhakar is a prolific researcher and has published 29 edited books, 89 research papers in refereed journals, and more than 150 cases as case lead author in the case center. He is an excellent trainer and has conducted more than 50 research methodology workshops, and 25 case writing workshops and has conducted sessions in more than 100 such workshops. He has also conducted 50+ Executive Development Programs for some of the best-known national and multi-national organizations in India. He has provided consultancy services on energy management to a few small and medium-sized organizations. He has been chief editor of five international Journals and special issue editor of five Scopus-listed journals. He has delivered Keynote addresses in more than 15 international and national conferences.

He has received 9 national and international awards for his outstanding contribution to management education. He was a member of the Executive Council of Jiwaji University, Gwalior for a brief period of six months. He has held senior positions in a number of organizations i.e. Executive President, GMA; Vice President, QCFI Gwalior; and Chairman, ISTD (Indore and Gwalior Chapters, Director, Industrial Forum, Gwalior).





**DR. ALOK  
BANSAL**

**Dr. Alok Bansal** is currently working as a professor and head of the data analytics and information systems department of Prestige Institute of Management and Research, Indore. He is highly proficient and an authority on advanced MS Excel, Business Intelligence using Power BI, Business Analytics using IBM SPSS/R, Data Visualization using Tableau, Information Systems, IT for Managers, Business Research Methods, and Decision-Making Skills. As a successful corporate trainer with 23 years of subject knowledge expertise, he creates value through advanced Excel, Data Analytics, and Business Intelligence training for saving time and increasing employee productivity and decision accuracy above, thus immensely benefiting employees and the organization.

He successfully took corporate training sessions on Advanced MS Excel in Volvo Eicher Commercial Vehicles, Pithampur; Force Motors, Pithampur; Indira Securities, Indore; etc. He also took corporate training on Business Analytics using Power BI and Advanced Excel for senior managers of Indian Oil Corporation Ltd. at IndianOil Institute of Petroleum Management (IIPM), Gurgaon. He is a recognized Ph.D. Guide of Management in Devi Ahilya University, Indore. Thirteen Ph.D. degrees were awarded under his guidance.

He has Eighty-five publications to his credit. He has also worked as a referee on the editorial review board of AIMS International Journal of Management and as managing editor of Prestige International Journal of Management and Research. He received five best research paper awards during International Conferences organized by BITS, Pilani; Nirma University, Ahmedabad; IBS Mumbai, etc. He has also received the Best MBA Teacher Awards three times for the years 2015-16, 2017-18, and 2020-21 from his current Institute PIMR, Indore

## FOR MORE DETAILS CONTACT

### ORGANIZING COMMITTEE

Workshop Mentor

**Dr. S.S. Bhakar**

Group Director, Prestige Institute of Management and Research, Indore

Workshop Convenor

**Dr. Alok Bansal**

Professor and Head-Data Analytics and Information Systems Department, PIMR, Indore

### WORKSHOP COORDINATORS

**Dr. Shweta Mogre**  
Mobile: 90090 19699

**Dr. Chanchala Jain**  
Mobile: 99265 21678

**Ms. Charmie Dalal**  
Mobile: 99674 02817

Email ID: [rmworkshop@pimrindore.ac.in](mailto:rmworkshop@pimrindore.ac.in)



## PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH, INDORE

(An Autonomous Institution Established in 1994, Thrice Accredited by NAAC with Highest Grade, now A++)

2, Education and Health Sector, Scheme 54, Indore - 452 010 | Phone: 0731-4012222

Email: [rmworkshop@pimrindore.ac.in](mailto:rmworkshop@pimrindore.ac.in) | Website: [www.pimrindore.ac.in](http://www.pimrindore.ac.in)