

the agential capabilities of the community of teachers. FIDC endeavours to invite the best minds and innovators of knowledge to impart new skills and direction to faculty members.

### Central University of Jammu

The Central University of Jammu started functioning from 08<sup>th</sup> August 2011. Central University of Jammu in a short span of time has been able to carve a niche for itself at regional as well at national level. The profile of the University clearly reflects a host of activities executed by different departments / centres / cells in terms of academic, extension and research. The Central University of Jammu came into existence with a mandate to be one of India's leading universities offering innovative, responsive and high quality educational opportunities at Undergraduate, Post Graduate and research levels. The Central University of Jammu aspires to be one of India's leading University offering innovative, responsive and high quality educational opportunities at the under graduate, post-graduate and doctoral programmes. We aim to enable individuals to realize and develop to the fullest their physical and intellectual potentialities; promote social and human values; to facilitate pursuit of knowledge and academic excellence.

### Important Dates:

Last date for submission of application	10 <sup>th</sup> June 2021
Date of announcement of selection:	12 <sup>th</sup> June 2021

### For any clarifications contact Coordinators:

#### Prof. Jaya Bhasin and Dr. Shahid Mushtaq

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### Patron

Prof Ashok Aima,

Vice Chancellor, Central University of Jammu

### Advisory Committee

Dean, School of Business Studies

Head, Department of Human Resource Management & OB

Head, Department of Tourism and Travel Management

Head, Department of Marketing and SCM

Prof. Manoj Kumar, IIM-Jammu

Prof. M. N. Khan, FMSR, AMU, Aligarh

### Organising Committee

#### Prof. Jaya Bhasin, School of Business Studies

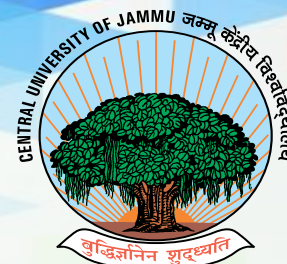
Dr. Neelika Arora, Assistant Prof., School of Business Studies

Ms. Anjali Pathania, Assistant Prof., School of Business Studies

Dr. Gowhar Rasool, Assistant Prof., School of Business Studies

Mr. Asif Ali, Assistant Prof., School of Business Studies

Dr. Shahid Mushtaq, Assistant Prof., School of Business Studies



## National Workshop

On

## Research Methodology

June 15<sup>th</sup> – 30<sup>nd</sup> 2021

*Organised by :*

**School of Business Studies**

*in collaboration with*

**Faculty Induction Development Cell**

**Central University of Jammu**  
Rahya-Suchani (Bagla), Samba-181143,  
Jammu and Kashmir

## About the Workshop

Two weeks national workshop on Research Methodology would focus on the nuances of conducting research in the discipline of Management/Commerce and related disciplines with an intense exposure to hands on training in the application of latest software techniques in data analysis. Tracing from the conceptualisation of research projects, preparation of research proposals, to intricate details of research methodology and winding up with the procedure of documenting and publishing research findings, the programme would attempt to provide a comprehensive orientation on social science research. Participants will be acquainted with theoretical and practical premises of empiricism in the domain of social science research.

The workshop will include online lectures, e-content, self-assessment tests through case analysis/tests and quizzes a. The course content for workshop intends to hone up and enrich the methodological competencies of learners in an in-depth manner for carrying out quality research.

## Course Objectives:

The objective of the workshop is to develop research capabilities and to turn completed research into publishable material in the form of journal articles/chapters in books. Specifically, the objectives will be to:

Develop capacity for conceptualizing and writing research proposals

- Enhance skills to prepare an appropriate research design, including conducting an literature review, formulating research questions and hypotheses, collection of information and analysis
- Enhance capacity for writing a research paper for publication
- Develop the capacity for planning and writing a book

**Learning Outcomes:** Learners will be able to:

- Develop an understanding of Conceptual Framework of Research Methods and commonly used advance data analysis techniques

- Practically demonstrate application of latest software tools for Data Analysis
- Acquire desirable data analysis techniques for varied research problems and issues.
- Structure and modulate the processes of scholarly writing
- Locate and evaluate secondary sources of research data using reference management tools and use of proper citation styles
- Organize research findings in a research paper format /thesis etc
- Learn ethical issues for conduct of research, academic integrity, academic/research misconduct
- Use popular Plagiarism Detection Software(s),

## Who Can Apply

It is open for faculty members/research scholars of Management and allied disciplines working in HEIs. Seats are limited and selection will be based on first come first serve basis.

Interested participants may register through the below mentioned e-link on or before 10.06.2021, 5:30 pm to confirm your participation.

## Registration link:

### Registration link for External Participants:

[https://docs.google.com/forms/d/e/1FAIpQLSc231hWtg4nozK5hHnKE\\_qm5EfWBh1BZfCh13wRLm\\_pDE5\\_pQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSc231hWtg4nozK5hHnKE_qm5EfWBh1BZfCh13wRLm_pDE5_pQ/viewform)

### Registration link for Participants of Central University of Jammu:

<https://docs.google.com/forms/d/e/1FAIpQLSduvf uBNpuTJPSQ5RyAjf1YZ0Jpu2GYakMniaJK9CoX9peTVw/viewform>

## School of Business Studies

School of Business Studies is offering two-year full time Ph.D (Human Resource Management), Ph.D (Business Administration), Ph.D (Tourism and Travel Management), Ph.D (Marketing Management, MBA, MBA (Human Resource Management), MBA (Tourism and Travel Management), MBA (Marketing Management), B.Voc. (Retail Management), B.Voc

(Banking and Financial Services) and B.Voc (Tourism Management) programmes. These programmes are aimed to equip students with multifaceted skills relevant to the contemporary business in general and HRM, Finance, Marketing, Supply Chain Management, Retail Management and Banking industry in particular to meet the needs of the changing and challenging social/business scenario.

The School of Business Studies started functioning in 2012 with an intention of imparting training to those aspirants who would be best suited to take up the administrative, managerial and entrepreneurial challenges of the HRM/Marketing / Finance / Tourism /Supply Chain Management/ Retail Management /Banking industries. The programmes cover the general management and industry driven curriculum that equips students with the analytical, strategic and policymaking skills for serving both commercial business houses and the public sector undertakings. The transactional pedagogy comprises interactive classroom sessions with active student participation through case presentations, group discussion and exposure to real life situation through frequent seminars and workshop conducted by executives and senior faculty members from various Centres of Excellence. The course and the teaching pedagogy are carefully geared up to suit highly competitive and fast changing business environment. In pursuit of driving for excellence, the School of Business Studies has taken several initiatives by organising various events.

## Faculty Induction Development Cell

Faculty Induction and Development Cell (FIDC) has been established to cater to the needs of teaching and non-teaching staff of the University besides meeting the needs of other Higher Education Institutions of Jammu and Kashmir and neighbouring states by preparing service-training modules for the newly inducted young teachers. Since its inception, the FIDC has been engaging the valuable human resources from Colleges/Universities across the state of Jammu and Kashmir Higher Education in its pursuit of re-orienting, re-shaping and re-freshening