

## About ABES Business School

ABES Business School is one of the premier management institution of NCR, affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow. ABES Business School carries a rich legacy of 22 years of ABES Engineering college an A Grade NAAC accredited college. It has an all India NIRF Ranking (2021) in the range of 251-300. ABES Business School offers MBA Programme and is known for its highest academic standards, distinguished faculty, modern infrastructure and varied co-curricular activities.

## Description

Research has become an integral part of almost all areas of management, social sciences, and humanities research. Advancement in computing technology has further raised the importance of data analytics and placed great demands on its applications to complex decision-making problems. The prime objective of this FDP is to acquaint academicians, research scholars & corporate professionals with contemporary research methods and techniques of Advanced Research Methodology. Additionally, this FDP aims at familiarizing participants with software-based statistical tools & techniques in research. To provide an opportunity for the participants to interact and learn from experts and to mentor participants on publishing their research in reputed journals.

This vital FDP will enable the participants to learn how to apply recent techniques in management research such as multivariate data analysis, structural equation modeling, case study, qualitative research technique, and bibliometric analysis to consolidate available literature providing a platform for further study, Mendeley for managing references and tips to publish research papers in reputed journal.

## For Whom

This programme is specially designed for faculty members from academic institutions/ universities /government and private colleges. In addition, practitioners and researchers from the industry are also welcome.

## Highlights of the Programme:

- Beneficial for Faculty, Researchers, Industry professionals & Students
- Limited Seats: Only 100 Participants on First Come First Serve Basis.
- Resource persons from premier institutions.
- E Certificate will be provided to all participants.



Estd. 2000

**Five** Days  
**E-Faculty  
Development  
Programme**

# ABES Business School

(Approved by AICTE, New Delhi & Affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow)

organizes **E-FDP** on

## Recent Techniques in Management Research

**31<sup>st</sup> - 05<sup>th</sup>**  
Aug. Sept.  
**2022**

## Programme Schedule

Date	Day	Contents of Workshop	Resource Person	Indian Time
31 Aug, 2022	Wednesday	Fundamentals of Management Research, Introduction to Multivariate Data Analysis	Dr. J. K Nayak, Associate Professor, IIT Roorkee	3:00- 5:00 PM
01 Sept, 2022	Thursday	Multivariate Data Analysis Techniques	Dr. Ajay Singh, Professor, ABES Business School,	3:00- 5:00 PM
02 Sept, 2022	Friday	Structural Equation Modelling	Dr. J. K Nayak, Associate Professor, IIT Roorkee	3:00- 5:00 PM
03 Sept, 2022	Saturday	Basics of Case Method & Case study Method in Research, Qualitative Research Techniques	Dr. Sharadindu Pandey, Assistant Professor, IIFM, Bhopal	3:00- 5:00 PM
05 Sept, 2022	Monday	Introduction to Bibliometric Analysis, Mendeley, and Publishing paper in good journals	Dr. J. K Nayak, Associate Professor, IIT Roorkee	3:00- 5:00 PM

### Registration Fees:

Corporate Professionals	INR 800/-
Academicians	INR 500/-
Research Scholar	INR 300/-

### Payment Mode

Registration fees can be paid through this below mentioned payment link-  
[https://pages.razorpay.com/pl\\_K1qRjGTVRfWpBR/view](https://pages.razorpay.com/pl_K1qRjGTVRfWpBR/view)

#### Chief Patron

**Mr. Neeraj Goel**  
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**Prof.(Dr.) Monica Verma**  
Director  
ABES Business School

#### Organizing Secretaries

**Dr. Pooja Tiwari**  
Associate Professor & Head-Research  
ABES Business School

**Dr. Ajay Singh**  
Professor & Head-Academics  
ABES Business School

## Resource Persons



Dr. J.K. Nayak is a faculty in the Department of Management Studies at IIT Roorkee. He is a Civil engineer (Utkal univ), MBA (Pune Univ), and PhD from VGSOM, IIT Kharagpur. Currently, he teaches marketing research and B2B marketing at IIT Roorkee. He has completed 9 short-term courses on Data analysis and a QIP on the same topic in the last 6 years itself. His two NPTEL Video courses on marketing research and analysis that has been quite popular and have been running for more than 5 times now. He has delivered extensive lectures on the same subject at places like IIM Sirmaur and Symbiosis, Pune etc. Apart from these Dr. Nayak has published more than 30 international publications in journals with reputed publishers such as Elsevier, Emerald, Sage, Springer etc. His papers are published in top journals like Journal of Business ethics, Journal of business and industrial marketing, and journal of product and brand management etc. Recently he has published a book with Cengage publications on Retail management. He is a reviewer for various international journals such as Journal of retailing and consumer services and Journal of consumer marketing etc. He is also a member of bodies such as Ministry of Home affairs, India and on the board of private limited companies such as SRKay consulting. He has been a mentor in the startup ecosystem at IIT Roorkee and IIM -Ahmedabad. He has guided 6 research scholars and six more are currently working under him. Some of his students are faculty members at IIT'S and IIM'S.

**Dr. Sharadindu Pandey**, Assistant Professor in area of Strategic Management at Indian Institute of Forest Management (IIFM),Bhopal. Dr. Pandey is a Ph.D. from IIT Kanpur in Strategic management. Prior to this, he has done an MBA from CCS University Meerut and a graduation in natural sciences from MDS University Ajmer. He has also completed a Post-Doctoral Certificate Course in Social Sector Leadership, Social Program Evaluation. He had attained MHRD scholarship during his entire full time doctoral programme and also got UGC (NET) award. His article awarded first prize by Land & Water Use Board Rajasthan. He has served as National Level Monitor (MoRD, Govt. of India) and Expert Committee Member (National CSR award, under Ministry of Corporate Affairs, Govt. of India). Dr. Pandey has 11 years of postdoctoral experience in academia. Dr. Pandey has developed specialization in the area of Strategic Management. His areas of interest include Strategy & Business Planning, Responsible Corporate Governance, Performance Assurance and Monitoring Systems, Strategic Risk & Responsibility.



**Dr. Ajay Singh** is Professor & Head Academics at ABES Business School, Ghaziabad. He is Ph.D in Management from Jaypee Institute of Information Technology (Deemed University), NOIDA, UGC NET in Management, MBA (Marketing & Finance), B Tech (Electronics). He has a total experience of around 16 Years in Academics and Industry. As an Avid Researcher his areas of interest includes Retail Management, Services Marketing, Consumer Behaviour, Online Marketing, Marketing Research. Prior to Academics he was associated with IT & Telecom Industry, He worked with Compare Infobase Ltd, New Delhi and Matrix Cellular Service Pvt. Ltd, New Delhi. He has Published Quality Research Papers in Scopus, ABDC, UGC Care-1 Listed, International and National refereed Journals. Also Presented/Published Research papers at 15th SGBED International Conference, Beijing (China) and 7th International Research Symposium, Dubai (UAE) along with it he has also presented research Papers in leading National Conferences at IIM, IIT, IMI New Delhi etc.