




MANGALMAY INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

	Report
Name of Activity	Workshop on Structured Approach of Methods and Techniques Behind Research Methodology
Date	31/10/2018
Venue	Seminar Hall
Organised by	MBA Department
Participated by	MBA Faculty and Students-182
Name of Expert	Dr. Smiksha Rao
Activity Convener	Dr. Anju Bala(MIMT Faculty)
Objective	The main objective of the workshop was to enhance and provide in-depth knowledge on Structured Approach of Methods and Techniques for students.
Content	<p>With the initiative R&D Committee of management department , Mangalmay Institute of Management & Technology, organized a workshop on Structured Approach of Methods and Techniques Behind Research Methodology. The structured approach to research has been increasingly used in the field of management because it reflects how reality is constructed. The expert explained the relevance & importance & scope of research and shared research experience with the participants.</p> <p>The speaker discussed about the structured approach and how to collect data from various techniques in research like Observation / Participant Observation, Surveys, Interviews, Focus Groups, Experiments, Secondary Data Analysis / Archival Study and Mixed Methods (combination of some of the above).</p>
Outcome of Activity	The seminar enriched the knowledge of beneficiaries about the nature & application of techniques for the structured approaches and statistical test for unstructured approaches.


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WORKSHOP

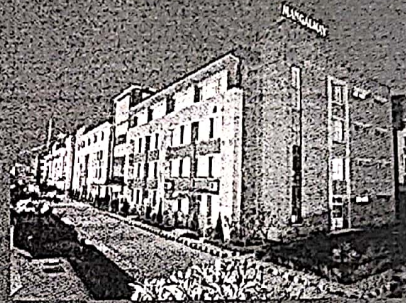
STRUCTURED APPROACH OF METHODS AND TECHNIQUES BEHIND RESEARCH METHODOLOGY

RESOURCE PERSON:

DR. SMIKSHA RAO

COORDINATOR:

DR. ANJU BALA



REGISTER NOW

Mangalmai Institute of Management &
Technology, Greater Noida
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Ph:0120-2328400


WEDNESDAY

31ST

October 2018

for registration visit the link

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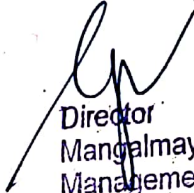


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