



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*



GLOBAL INITIATIVE OF ACADEMIC NETWORKS  
(GIAN)

# Foundation of Empirical Research Methods

(Dec 24<sup>th</sup>, 2016 to Jan 3<sup>rd</sup>, 2017)

## Course Overview

The purpose of this course is to introduce participants to empirical research methods. In this course, participants will learn how to conduct research using empirical methods, which rely on observation and experimentation. This course is appropriate for those interested in using empirical research methods in their field, particularly those from management and organization studies. The course aims to arouse interest among participants about - sciences, the world-views that are employed in science as well as the philosophical roots and theoretical developments in this field of qualitative and quantitative research employed in social sciences. The course is designed such that participants get aware of at least two traditions - the positivist and the post-positivist traditions. Several methods are dealt under both the traditions. Module 1 of this course generally covers Qualitative Research methods from Post-positivist Traditions. Module 2 thereafter generally covers Quantitative Research methods from Positivist Traditions.

In this highly interactive and discussion-based course, we will examine the theoretical and empirical basis of empirical research. The main topics to be covered in this course will be theory development, construction, contribution, various ways to build theory, components of theories, concept formation, research design and methods, model specification, operationalization, and estimation. We will also cover various ways of data collection and analysis, such as case study research, grounded theory method, survey research, experimental and quasi-experimental research, secondary and archival data research, and foundations of structural equations modeling. Overall the goal is twofold – a. To let participants understand the evolution of sciences and its methods b. To equip participants with some knowledge of conducting empirical research.

## Course Objectives:

- a) Advancing participants understanding about theory building,
- b) Developing knowledge framework and analysis skills to establish participants as management scientist, and impart ability to evaluate qualitative and quantitative empirical research critically.
- c) Building confidence and capability in participants to apply various data collection and analysis techniques and tools

d) Imparting critical skills to choose right data collection and analysis techniques to test a given research question

<b>Dates/ Venue</b>	Dec. 24 <sup>th</sup> , 2016 to Jan. 3 <sup>rd</sup> , 2017 (42 Hours of Teaching) IIM Kozhikode, Kerala
<b>Who Should Attend?</b>	<ul style="list-style-type: none"> <li>• Doctoral students from academic institutions</li> <li>• Faculty members from academic institutions</li> <li>• Market Research Professionals</li> <li>• Business Executives, who need Research for Judgement and Decision Making</li> </ul>
<b>Fees</b>	<ul style="list-style-type: none"> <li>• Doctoral Students: 2000/-</li> <li>• Academician / Faculty: <b>Rs.10,000/-</b></li> <li>• Representative of Industry / Research Organization: <b>Rs.30,000/-</b> <i>(Fees mentioned above include service tax.)</i></li> </ul>
<b>Note</b>	<ul style="list-style-type: none"> <li>• This program will be conducted at IIM Kozhikode, Kozhikode, Kerala- 673570;</li> <li>• The above fees include instructional materials, free internet facility, coffee/tea (twice) during break-time and lunch on program days;</li> <li>• Fee does not include accommodation and options for accommodation will be provided separately to interested candidates;</li> <li>• Maximum number of registrations (on first-come basis): 30</li> <li>• All course registrations are processed via the GIAN portal (<a href="http://gian.iitkgp.ac.in">gian.iitkgp.ac.in</a>), where a <b>one-time fee of Rs 500/-</b> is payable in addition to the above amounts.</li> </ul>

### Teaching Foreign Faculty

Israr Qureshi is a Professor of Information Systems and Entrepreneurship. He earned his various degrees from three different continents and lived in seven different countries. Israr examine various dimensions of sustainability in his research. He is currently involved in multiple research projects that investigate various aspects of social value creation through social entrepreneurship and Information and Communication Technology for Sustainable Development (ICTSD). His research and extensive pro-bono advising of social enterprises and social ventures in the base of the pyramid contexts helped him understand the role ICTSD and entrepreneurship plays in transforming society. Israr uses both qualitative and quantitative approaches in his research that appeared in the multiple best paper proceedings of the Academy of Management and received four best paper awards. His

research has been published in MIS Quarterly, European Journal of Information Systems, Journal of Management Studies, Journal of Management, Organizational Research Methods, Organization Studies, Journal of Organization Behavior, Academy of Management Learning and Education, among others.

### **Teaching Host Faculty**

**Anubha Shekhar Sinha** is an Assistant Professor in the Strategic Management Group of IIM Kozhikode. She is a Fellow of Indian Institute of Management Calcutta (IIMC). Her research focuses primarily on public sector enterprises under huge institutional transitions in the new world order. Other area of her research interest is social entrepreneurship. She is looking into questions like questions like how a collective in a community based enterprise or a social organization handles the problems of uncertainty and innovates and organizes; how entities like government or commercial businesses, which were earlier thought of as touching the entrepreneur at the boundary and remaining as resource/resource provider at best, become an active partner of the entrepreneurial activities of such enterprises. Her research has been accepted at several national and international conferences such as *Academy of Management* and *Academy of International Business*. Some of her papers are under review process in top tier journals. She has also won a Doctoral Research Award by Foreign Affairs Canada through Shastri Indo-Canadian Institute and spent over six months towards doctoral research in Schulich School of Business, York University, Toronto, Canada. Prof. Anubha has also been a University Topper in Mechanical Engineering from MIT Muzaffarpur. She has an industry experience of over seven years. She held project management and design positions in the industry. She worked in a well known EPCC consultancy, Engineers India Limited (EIL), a central public sector enterprise under the ministry of petroleum. At IIMK, she is working on Social Impact Assessment Project for Kudumbashree, an all-woman community based enterprise in Kerala. She is guiding Women Entrepreneurship in Micro-enterprises. Also, she is coordinating all Social Development Projects (around 300 projects)

### **Course Coordinator**

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