

Brochure

**2-Week Workshop on Research Methodology and Data Analysis in
Commerce, Management & Social Sciences
(21st September, 2021 – 4th October, 2021)**

Organized by
Department of Commerce
University of Kashmir,
J&K.

Chief Patron
Prof. Talat Ahmad
(Honorable Vice-Chancellor)

Patron
Prof. Nazir A. Nazir
(Dean, School of Business Studies)

Workshop Director
Prof. Mohammad Shafi
(HOD, Department of Commerce)

Workshop Coordinators
Dr. Sabiya Mufti
Mr. Sartaj Hussain

About the Workshop

Study of research methodology is indispensable in every field of higher education. It envisages a structured framework of conducting research in order to address various issues and to solve problems in a scientific and rational manner. In fact, the application of numerous statistical tools and the improved capacity of computers for complex calculations have opened new vistas of learning in statistical analysis. It helps in analysis of the quantitative data from various dimensions and helps the researchers in drawing proper and meaningful inferences from the study. Scholars however, require an adequate knowledge of not only the statistical tools to analyze the data but they also need the capacity of logical reasoning and understanding of methodology to formulate the problem and research it. Against this backdrop, the purpose of this workshop is to provide proper grooming to the participants in the basics of research, research methodology, and its applications. The workshop intends to strengthen not only the concepts of research methodology but it also aims at equipping the scholars with the skills in data-gathering, information- analysis and its presentation in the most scientific and preferred format. In this regard, the eminent personalities from all over the country shall be engaged for covering range of topics starting from the basics to advanced areas of research.

About the University:

The University of Kashmir was founded in the year 1948. The University is situated at Hazratbal in Srinagar, the summer capital of J&K. It is flanked by the world famous Dal Lake on its eastern side and Nigeen Lake on the western side. The University is committed to provide an intellectually stimulating environment for productive learning to enhance the educational, economic, scientific, business and cultural environment of the region. Over the years, the University has marked towards excellence in its programmes and activities. It has been recently re-accredited as Grade-A+ University by the National Assessment & Accreditation Council (NAAC) of India. This is a recognition and reflection of the high quality of teaching and research at the University of Kashmir.

About the Department:

The Department of Commerce was established in 1970 with the purpose to promote world class research and teaching in Commerce. Over the past five decades, the department has produced a number of Commerce & Finance Professionals who are presently serving in leading corporate houses across India and abroad as well. The Department initially started with the Masters Programme in Commerce and subsequently added researcher programmes like Masters in Philosophy (M.Phil) and Doctor in Philosophy (Ph.D) programmes. To keep pace with the changing requirements of public and private enterprises, the Department at different stages launched various professional programmes in the areas of Finance and Management. The Department has a privilege of being pioneer in the dissemination of Management Education in the valley upto 1991, when the Department of Management came into being as a separate entity. The Department intends to be one amongst the Centers of Excellence in Accounting and Finance Education and Research in the country.

Objectives

The workshop specifically aims:

- *to provide expert guidance to participants in research methodology and to acquaint them with research methodologies used in Commerce, Management & Social Science Research;*
- *to enable the researchers to choose and apply the appropriate methodology for their research studies;*
- *to train and educate participants in the formulation and testing of research hypotheses;*
- *to enhance knowledge about statistical concepts and their practical implementation in research based projects;*
- *to provide hands-on training to the participants in the application of statistical softwares like Ms-Excel, SPSS, STASTA, E-Views for data processing; and*
- *to provide necessary inputs to the participants about report/thesis writing.*

For Whom

The programme shall be conducted offline with an overarching aim of providing hands-on training to its participants. *The registered Ph.D. students in Commerce, Management & Social sciences in any Indian University/ Institute are eligible to apply for the workshop. The Candidates will be selected on first come first serve basis.*

Registration Procedure

- ✓ Prior registration to the programme is compulsory;
- ✓ Registration will be done on first come first basis;
- ✓ There is refreshment charges of Rs. 1000 per candidate.
- ✓ Registration form along with the refreshment charges in cash may be submitted in the office of the Department of Commerce, University of Kashmir by or before 15th September 2021.
- ✓ 100% attendance is compulsory.
- ✓ Registration form can be downloaded from the website of Department of Commerce, University of Kashmir.

Organizing Committee

For any queries contact

Workshop Coordinators	Workshop CO-Coordiators
<p>Dr. Sabiya Mufti Sr. Assistant Professor E-mail: drsabiyamufti@gmail.com Cell No. 9419001229</p> <p>Mr. Sartaj Hussain Assistant Professor E-mail: sartaj.hussain@gmail.com Cell No. 9906664459</p>	<p>Dr. Ishfaq Ahmed Thaku Lecturer E-mail: ishfaqthaku@uok.edu.in Cell No. 7006590130</p> <p>Dr. Adil Amin Bhatt Lecturer E-mail: adilbhatt@uok.edu.in Cell No. 9018552144</p>

Duration, Important Dates and Venue

- The workshop is planned to be completed in 2 weeks period from 21st September – 4th October 2021.
- Last Date of Submitting the registration Form: 15th September, 2021.
- Selected candidates will be communicated by 18th September, 2021 via Email or Phone.
- **Venue: Department of Commerce, University of Kashmir. Hazratbal, Srinagar, Kashmir, J&K.**
- The Covid protocol notified by the Govt. will be strictly followed.

Eminent Resource Persons:

- Prof. C. P. Gupta, University of Delhi, India.
- Dr. Fawad Latif, Comsats University, Islamabad, Pakistan.

Advisory Committee

- Prof. Gulam-Mohi-u-din Sangmi
- Prof. Khursheed Ahmad Butt
- Prof. Nazir Ahmad Nazir
- Prof. Riyaz Ahmad Rainayee
- Prof. Mushtaq Ahmad Bhat