Report of One Week National Workshop on Research Methodology and Data Analysis in Commerce organized by Department of Commerce , University of Kashmir from 2nd- 8th September, 2024.

A One week National workshop on Research Methodology and Data Analysis in Social Science was conducted by Department of Commerce, University of Kashmir from 2nd – 8th September, 2024. The inaugural session took place at the Conference Hall of Gandhi Bhavan. The session was graced by Prof. Khursheed Ahmad Butt, Dean of Academics Affairs, University of Kashmir, as the Chief Guest; Prof. Mohd Sultan Bhat, Dean Research, as the Guest of Honour; Prof. Mushtaq Ahmad Darzi, Dean School of Business Studies and Prof. Mohi-ud-Din Sangmi, Head of the Department, Faculty Members and Research Scholars of different universities of India. The session highlighted the challenges researchers face in contemporary times. It emphasized how the workshop would aid in developing the necessary skills to navigate through them. The Chief Guest and the Guest of Honor commended the Department of Commerce for its dedication to the University's vision and mission. They appreciated the efforts and support of the faculty members, particularly the Coordinator and Director of the Workshop, for organizing such a valuable event.

On the second and third day of the workshop, Professor C.P. Gupta led the academic sessions, focusing on addressing common research challenges. The initial discussions gave participants a strong foundation in research design, balancing theoretical and factual considerations, and implementing effective data collection techniques. Prof. Gupta also guided the participants through essential hands-on practice with SPSS and Jamovi software for data analysis. A memorable takeaway was his demonstration of T-tests and ANOVA, where participants could practice real-time.

On the fourth day, Professor H.K. Dangi led a session focusing on the growing significance of AI in research. Participants were introduced to AI-based tools such as Paper Pal and Research Rabbit, which streamline processes like systematic literature reviews. The ethical use of AI was emphasized, underlining the importance of utilizing these tools to complement rather than replace essential research skills and conceptual understanding. The fifth day, also led by Professor H.K. Dangi, centered on qualitative data analysis – a critical area for researchers in the social sciences. The sessions encompassed thematic and sentiment analysis using NVivo and AI tools, providing participants with hands-on experience in coding, theme development, and data visualization for qualitative research. Prof. H.K. Dangi ended the session by discussing advanced qualitative techniques like ethnography and grounded theory; ensuring participants were well-prepared to conduct comprehensive qualitative research.

The valedictory session of the one-week Research Methodology Workshop was a resounding success, celebrating the hard work and creativity of participants. Each group presented their research papers, showcasing their collaborative efforts and insights gained throughout the week.

The presentations were impressive, and the top three groups were awarded for their exemplary work, recognizing their innovative approaches and depth of analysis.

Dr. Adil Amin Bhatt presented the Rapporteur report, summarizing the key learnings and discussions from the workshop, which added valuable context to the participants' efforts. The session concluded with a certificate distribution ceremony, honoring all attendees for their commitment and achievements during the workshop. This event not only fostered a sense of accomplishment but also encouraged ongoing exploration and collaboration in the field of research.