



**School of Management Studies  
Motilal Nehru National Institute of Technology Allahabad**

**SPARC Workshop on  
SUSTAINABILITY FOR SOCIAL INNOVATIONS: RESEARCH METHODS AND  
TECHNIQUES  
20<sup>th</sup> to 24<sup>th</sup> August, 2024**

**About SPARC:**

The **Scheme for Promotion of Academic and Research Collaboration** (SPARC) aims to facilitate collaboration between Indian institutions and top global universities, promoting research and academic excellence. It supports joint research projects, faculty exchanges, and workshops to address critical global challenges. SPARC fosters innovation and knowledge-sharing, enhancing India's global academic standing.

**Program Overview:** An advanced research methodology workshop is an intensive program to provide researchers with the latest tools and techniques required for conducting high-quality research. The workshop covers a broad spectrum of topics, including advanced statistical analysis, qualitative and quantitative research methods, data collection and interpretation, and research design. These workshops often include hands-on sessions, where participants can apply theoretical knowledge to real-world scenarios, enhancing their practical skills. By engaging in case studies and interactive discussions, researchers gain a comprehensive understanding of the research process, from hypothesis formulation to data analysis and interpretation. This workshop is particularly beneficial for researchers aiming to produce rigorous, credible, and innovative academic work. They help participants stay abreast of the latest developments in research methodologies and offer opportunities for networking with peers and experts in the field.

**About Motilal Nehru National Institute of Technology, Allahabad:** Motilal Nehru National Institute of Technology Allahabad (MNNIT) is an Institute of National Importance committed to quality and excellence in academic pursuits. With over 64 years of experience and achievements in technical education and management, it has traversed a long way. School of Management Studies, established in 1996, is one of the premier management institutes amongst the NITs in India. School of Management Studies offers a two-year full-time Master of Business Administration (MBA), Executive MBA program, and PhD in various management disciplines. SMS has embarked upon new initiatives, linking with the corporate world and the international academic community, aiming at improving the quality of the programs offered, leading to global recognition, intellectual wealth creation, and the ability to attract quality resources, clients and constituents.

**Course Objective:** The basic theme of the workshop is to develop research competencies in the area of sustainability for social innovations using big data and AI tools and to understand the nuances of publishing in High-value journals. It would include the following:

1. **Develop Research Design Skills:** Equip participants with the ability to create robust research designs, including formulating research questions and hypotheses and selecting appropriate methodologies.
2. **Enhance Data Collection and Analysis Competence:** Provide comprehensive training on advanced data collection techniques and statistical analysis tools to ensure accurate and reliable results.
3. **Promote Ethical Research Practices:** Instill a strong understanding of ethical considerations and best practices in conducting high-quality research, ensuring integrity and credibility.



4. **Facilitate Practical Application of Research Methods:** Offer hands-on experience with real-world research scenarios, allowing participants to apply theoretical knowledge to practical problems and enhance their research capabilities.

**Learning Outcomes:** After completing the course, the participant will be able to:

1. **Utilize Advanced Research Techniques:** Conduct high-quality research using sophisticated qualitative and quantitative methodologies.
2. **Perform Complex Data Analyses:** Execute and interpret advanced statistical analyses, ensuring the reliability and validity of research findings.
3. **Design Innovative Research Projects:** Develop and implement robust research designs, including formulating research questions, hypotheses, and appropriate methodologies.
4. **Adhere to Ethical Standards:** Apply ethical principles in research, ensuring integrity.
5. **Publish Research Findings Effectively:** Present research findings clearly and effectively in written and oral formats to diverse audiences.

### Tentative Course Schedule (2 Hours each)

August 20, 2024	Lecture Module 1: Frugal Innovations Successful Case Studies
August 21, 2024	Lecture Module 2: Use of Big Data and Generative AI in Research
August 22, 2024	Lecture Module 3: Empirical Fallacy and Biases
August 23, 2024	Lecture Module 4: How to Publish Research in high-quality journals
August 24, 2024	Lecture Module 5: Challenges of qualitative and quantitative research methods

**Eligibility to Participate:** Working professionals, faculty members, researchers, and students at all levels (Postgraduate/PhD) interested in the areas of sustainability, social sciences research, and innovation may apply.

**Registration:** There is no course fee. All the participants need to fill out and submit a form given at the following link: <https://forms.gle/kw4sHQW1nVrGrS3T8>

### International Expert

Dr. Rameshwar Dubey is a Full Professor-Operations Management at Montpellier Business School, France, a Visiting Research Professor (Honorary) at Liverpool Business School, Liverpool John Moores University, and an Adjunct Professor at the Indian Institute of Management, Jammu. Rameshwar is also an Associate Editors of the *Journal of Humanitarian Logistics and Supply Chain Management*, *International Journal of Information Management*, *Operations Management Research*, *Benchmarking: An International Journal*, *Global Journal of Flexible Systems Management*, *Management of Environmental Quality*, and consulting editor of *Hospital Topics* a reputable Journal in the field of healthcare operations management. He has also taught at some of the leading international schools, which include the *University of Hull*, *Leeds University Business School*, *University of Leeds*, *MDI Gurgaon, India*, *Indian Institute of Management, Jammu, India*, the *Faculty of Engineering, UNESP, Bauru, SP, Brazil*, *Southern University of Science and Technology of China*, *Stockholm School of Business, Stockholm, Sweden*, and *Audencia Business School, Nantes, France*. Rameshwar's research interests include supply chain management, operations management, and business analytics, with a strong focus on humanitarian operations management, sustainable supply chain management, supply chain design issues, and the application of emerging technologies in disaster relief operations. For his academic work, Rameshwar has received several awards:



the outstanding reviewer award *International Journal of Production Economics*, the *Journal of Business Research*, the *Journal of Cleaner Production*, and the best reviewer award from the *Journal of Humanitarian Logistics and Supply Chain Management* (2014, 2016), *Management Decision* (2018) and received a title on 8<sup>th</sup> November 2019 at Bauru, SP, Brazil for a lifetime commitment to advancing scientific knowledge on supply chain management, operations management, information systems and technology for promoting innovation, enhancing industrial competitiveness and improving quality of life, both in Brazil and worldwide. Rameshwar has been shortlisted among the top 1% of most cited scholars based on the Web of Science database and among the top 200 scholars (based on the SCOPUS database) in Business Management and Operations Research. Rameshwar is an active member of several professional societies, an active reviewer of over 75 leading international scientific journals, a reviewer of the PhD thesis, and other professional bodies engaged in the dissemination of grants. Rameshwar has successfully guided six PhD theses and four DBA (Executive Doctorate) theses and is currently supervising three PhD students and two DBA theses. Rameshwar has examined over thirty-six PhD and DBA theses from the U.K., France, Australia, UAE, and India.

### **Indian Expert**

Dr. Tripti Singh has over 20 years of academic, research, and industry experience. She has over 30 publications in various Scopus/SSCI-indexed journals and received several best paper awards at reputed national and international conferences. She has published around 115 papers in various reputed international journals, conferences, book chapters and has several International and National Projects to her credit. She is a life member of the Indian Society for Training and Development and the All India Management Association.

**Accommodation:** Accommodation at MNNIT Allahabad Guest House will be provided on a first-come, first-served basis, **subject to availability**, and candidates have to pay for the guest house and the food charges during the stay.

### **Course Coordinators**

#### **Dr. Tripti Singh**

(Indian PI SPARC, Research Project)  
Associate Professor, School of  
Management Studies  
MNNIT Allahabad, Prayagraj-211004  
Phone: +91-9415284540;  
email: [tripti@mnnit.ac.in](mailto:tripti@mnnit.ac.in)

### **Student Coordinators**

Mr. Abhishek Tripathi, Research Scholar, SMS, MNNIT Allahabad. Phone: +91-9140295956  
Ms. Hanfia Rahman, Research Scholar, SMS, MNNIT Allahabad. Phone: +91-7860222223  
Ms. Ravina Matani, Research Scholar, SMS, MNNIT Allahabad. Phone: +91-8840739795  
Ms. Shraddha Rai, Research Scholar, SMS, MNNIT Allahabad. Phone: +91-995686286  
Ms Pranshi Patel, Research Scholar, SMS, MNNIT Allahabad. Phone: +91-9721950294

