



भारतीय प्रबंधन संस्थान जम्मू
Indian Institute of Management Jammu

Summer Research Methodology Workshop 2026



June 08-12, 2026



— WORKSHOP OVERVIEW —

In view of the importance of research in today's academic environment, the Research Office at IIM Jammu will organise the **Summer Research Methodology Workshop 2026** from 08th to 12th June 2026 at the IIM Jammu campus. The workshop will benefit academic researchers, particularly PhD scholars and early career faculty members, by enhancing their research capability and methodological rigor.



— WHY THIS WORKSHOP —

Built for serious academic research development

The brochure structure follows a premium B-school workshop style, bringing together methodological training, publication orientation, and institutional credibility in a compact professional format.

- Strong focus on research design, analysis, and publication strategy
- Relevant for doctoral scholars and early-stage faculty
- Combines quantitative, qualitative, econometric, and simulation perspectives
- Supported by the academic environment of IIM Jammu

— WORKSHOP HIGHLIGHTS —



Research Excellence

Gain advanced insights into contemporary research methods and best practices.



Publication Readiness

Learn how to develop publishable research and navigate top academic journals.



Diverse Methods

Hands-on exposure to quantitative, qualitative, econometric, and simulation techniques.



Expert Faculty

Sessions by experienced academicians and researchers from leading institutions.



Certificate

E-certificate of participation will be provided to all participants.

— WHO SHOULD ATTEND —

- ✓ PhD Scholars in management and allied disciplines
- ✓ Early career faculty members
- ✓ Researchers looking to strengthen their methodological and publication skills
- ✓ Academicians and practitioners in research-oriented roles



CURRICULUM & MODULES



Module 1: Foundations of Management Research

- **Philosophy of Science:** Understanding Positivism, Interpretivism, and Pragmatism in a business context.
- **Defining the Research Problem:** Moving from a “business problem” to a “researchable question.”
- **Literature Review & Gap Identification:** Systematic Literature Review (SLR) techniques and using tools like VOSviewer for bibliometric analysis, Meta Analysis.
- **Theoretical Framework vs. Conceptual Framework:** Developing testable hypothesis.



Module 2: Quantitative Research Methods

- **Sampling Techniques:** Probability vs. non-probability sampling in corporate and consumer research and other types (e.g., snowball, etc.).
- **Experimental Design:** Laboratory, field, and quasi-experiments.
- **Survey Research:** Scaling, measurement, and questionnaire design (addressing Common Method Bias).
- **Operation Research:** Optimization Models: Linear Programming, Goal Programming, Convexification with Global and Local Optimization.



Module 3: Qualitative Research Methods

- **Case Study Research:** Following the Yin or Eisenhardt traditions.
- **Grounded Theory & Ethnography:** Data collection through semi-structured interviews and observation.



Module 4: Data Analysis

- **Experimental & Quasi-Experimental Designs:** ANOVA, MANOVA, ANCOVA, t-Test.
- **Survey Research:** EFA, CFA, Structural Equation Modeling.
- **Applied Econometrics:** Difference-in-Differences (DID) and Panel Data analysis.
- **Qualitative Data Analysis:** Thematic analysis and using software like NVivo or ATLAS.ti.
- **Bibliometric visualization:** VOSviewer.
- **Simulations:** Discrete Event Simulation, System Dynamics, Agent-Based Modeling.



Module 5: Writing and Publication Strategy

- **Anatomy of an A-Category Paper:** Breaking down the structure of papers in journals ranked in ABDC (A*/A) or ABS (3/4).
- **Navigating the Peer-Review Process:** How to respond to “Revise & Resubmit” (R&R) requests.
- **Ethics in Research:** Preventing plagiarism, understanding “p-hacking,” and the ethical use of AI.
- **Reference Management:** Mastering EndNote, Zotero, or Mendeley.
- **Case study and Meta-Analysis:** Advanced strategies for research publication.

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- ☉ Early career faculty members



- ☉ Researchers looking to strengthen their methodological and publication skills



- ☉ Academicians and practitioners in research-oriented roles

— TENTATIVE SCHEDULE —

DAY	FOCUS AREA	KEY SESSIONS
Day 1	Foundations	Research Philosophy, Literature Review, Research Design
Day 2	Quantitative Methods	Descriptive & Inferential Statistics, Regression Analysis, Data Handling
Day 3	Advanced Techniques	Econometrics, SEM, Simulation & Modeling
Day 4	Qualitative & Mixed Methods	Qualitative Methods, Case Study Research, Mixed Methods Integration
Day 5	Publication & Professional Development	Academic Writing, Journal Selection, Ethics, Career in Research

— ADMISSIONS & FEE STRUCTURE —



Application Process

Interested PhD candidates/early career faculty should submit their applications along with relevant documents through the official registration link.

- The application must include the candidate's Name, Email Id, Mobile no., Institutional affiliation, and Designation.
- Attach a one-page CV and a one-page Statement of Purpose (SoP).
- The candidate must also upload a valid proof of registration payment receipt.



Fee Structure

- **Standard Fee:** INR 25,000/- GST Applicable for five days. Inclusive of lunch and refreshments during tea breaks.
- **Early-Bird Fee:** INR 20,000/- + GST, Applicable for participants who register and make the payment by 15th May 2026.

Note: The programme fee is not inclusive of accommodation. Selected candidates must make their own arrangements. Alternatively, the Research and Publication Office could provide options for on-campus accommodation (hostel/guest house) on request, subject to availability.



Important Dates

- **Registration Deadline for Early Bird:** 11th May 2026 (Note: Payment must be completed by 15th May 2026 to avail early-bird pricing).
- **Last Date for Application Submission:** 01st June 2026
- **Scan QR Code or Visit for Registration & Payment**

Scan to Register



Scan to Pay



Certificate of Participation

IIM Jammu will provide a formal Certificate of Participation to all attendees upon the successful completion of the workshop.

<https://forms.gle/qaKGEH1tVspYqZqw7> <https://payments.iimj.ac.in/forms/104>

Research Office
IIM Jammu

Summer Research Methodology
Workshop 2026 at IIM Jammu



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ABOUT IIM JAMMU

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, zeal for success, and contribution in management. Building on this legacy, IIM Jammu was established in the beautiful union territory of Jammu and Kashmir, by the Government of India in 2016.

From the very beginning, IIM Jammu has set high standards for outstanding value-based quality education, high-quality research, executive education, consultancy, and strong corporate as well as international linkages. The Institute also encourages, and subtly emphasizes contemporary research – concentrating on regional, national, and global issues alike.

IIM Jammu now operates from the beautiful 200 acres state-of-the-art campus at Jagti, which is 14 Kms from Jammu City, about 16 km from Jammu Railway Station, and 18 km from Jammu Airport.

The new Academic session 2023-24 has started from the new campus, a blissful mix of modern architecture, culture, and heritage of Jammu and Kashmir.

