



INDIAN INSTITUTE OF MANAGEMENT
INDORE



IIMI
FDP

Faculty Development Programme Experimental Methods in Management Research January 23-28, 2023 (Online Mode)

Programme overview:

The role of experimentation in management research cannot be overemphasized. Experiments are an indispensable tool when it comes to examining causal relationships. Management practice and research are recognizing that human behaviour cannot be easily modelled and there are behavioural dimensions that are difficult to capture. As such, some of the topmost journals are welcoming experimental research. Accordingly, learning and using experimentation is a vital skill for any academic researcher. Unfortunately, the current research ecosystem has hardly paid any attention to developing skills on experimentation. This program is aimed at developing experimentation skills in management researchers to help them conduct research using experiments as a tool.

Objectives:

The purpose of this course is to provide technical skills for the design and implementation of experimental methods. A key objective of this programme is to get the participants to 'dirty their hands' on actual experimentation. The project in this course is oriented towards getting researchers to conceptualize and design a simple experiment and then analyse the results from the study. The aim is to give the participants the necessary understanding as well as confidence to start doing experimental research.

HOW TO ENROLL

Applicant willing to participate in the programme shall enrol themselves by filling the online application form available on the website. Last date for submission of application is January 05, 2023. The applications are not complete until receipt of programme fee. Incomplete applications will not be processed.

PROGRAMME FEE PAYMENT

The programme fee of Rs. 42,480/- (Rs. 36,000/- plus 18% GST) is to be paid by way of electronic fund transfer.

Content:

- Introduction to Experimental Methods and Basic terminology
- Experiment Design
- Operationalizing Independent Variable
- Manipulation Check
- Operationalizing Dependent Variable
- Biases in Experiments (2 sessions)
- Issues of Validity with Experiments
- Choice of Subject
- Analysis of Experiment Design Data
- Ethical Issues and Monetary Incentives in Experimental Research

Target audience: : This Programme is intended for faculty and researchers in diverse areas of management such as Marketing, Organization Behaviour, Human Resource Management, Operations Management, Strategy, Finance etc.

Certificate: Upon completion of the programme a certificate of participation will be issued by IIM Indore. The certificate will be sent by post to the participants address.

For more details, please contact:

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