



Faculty Development Programme

Experimental Methods in Management Research

Dates: October 05th - 10th, 2026

Mode: Online (10 sessions)

www.iimidr.ac.in

Programme Overview

The role of experimentation in management research is increasingly critical. As the field evolves, there is greater recognition that human behavior is complex and context-dependent, often beyond the reach of traditional models. Experiments help uncover causal relationships, making them essential for advancing theory and practice.

Many top-tier journals now encourage experimental research, underscoring its growing importance. Yet, most researchers have limited exposure to these methods.

This workshop addresses that gap by offering hands-on training in designing, conducting, and analyzing experiments for management research. Whether building or enhancing your toolkit, it equips you to embed experimentation in your work confidently.

Programme Objectives

This course is designed to equip participants with practical, hands-on skills to design and implement experimental research. A key objective is to inspire participants to immerse themselves in the experimentation process—rolling up their sleeves to design and carry out actual experiments.

As part of the course, participants will work on a project that involves conceptualizing, designing, and analyzing a simple experiment. The goal is to help researchers move beyond theory, gaining the understanding and confidence needed to incorporate experimentation into their research agendas.



Programme Content

- The Art and Science Behind Experimental Design
- Crafting Hypotheses: An Abductive Approach
- Setting Up Experiments: From Idea to Execution
- Measuring Effects: How to Capture and Analyze Outcomes
- Exploring Mechanisms: Mediation and Moderation Made Simple
- From Data Collection to Publication: A Step-by-Step Guide
- Boosting Credibility: Embracing Open Science Practices

Who Should Enrol

This programme is intended for faculty members and researchers in diverse management areas such as Marketing, Organization Behaviour, Human Resource Management, Operations Management, Strategy, Finance, etc.

Programme Fee

Rs. 22,125/- (18,750/- plus GST, as applicable).

Faculty Coordinator

Prof. Sanjeev Tripathi

✉ sanjeevt@iimidr.ac.in ☎ +91-731-2439489



About IIM Indore

Established in 1996, the Indian Institute of Management Indore is among the leading business schools in India and globally, and the second IIM in India to receive the prestigious Triple Crown accreditation (EQUIS, AACSB, and AMBA).

IIM Indore has consistently been ranked among the leading institutions by national and international ranking bodies, including the QS and Financial Times Executive Education rankings, where it ranks 62nd globally in Open Executive Education and 2nd among Indian business schools.

The institute offers a diverse portfolio of executive education programmes across long-term and short-term formats.

With over 200 executive education programmes, including specialized offerings designed for professionals from the UAE, GCC countries, and the Middle East, IIM Indore equips participants with globally relevant knowledge, skills, and leadership capabilities.



Scan here for more details



सिद्धिमूलं प्रबन्धनम्
भा. प्र. सं. इन्दौर
IIM INDORE

भारतीय प्रबंध संस्थान इन्दौर

प्रबंध शिखर, राऊ-पीथमपुर रोड़, इन्दौर-453 556 (म.प्र.), भारत

INDIAN INSTITUTE OF MANAGEMENT INDORE

Prabandh Shikhar, Rau-Pithampur Road, Indore - 453 556 (M.P.), India