



FACULTY DEVELOPMENT PROGRAM (FDP) ON

# LATEST TRENDS IN BUSINESS RESEARCH

**Program Directors:** Prof. Shilpi Saxena  
Prof. Rajeev Verma

**Last date to register**  
15<sup>th</sup> August, 2024

**Mode of delivery:** Online Mode

**Date of program**  
21<sup>st</sup> August, 2024

## ABOUT FDP

This online Faculty Development Program (FDP) aims to familiarize academics and researchers with the latest trends in business research methods, including Netnography, Conjoint analysis, and Structural Equation Modeling (SEM) using Partial Least Square (PLS). This highly interactive FDP will equip participants with the skills to address real-life business challenges using a range of research methods and software. Participants will gain hands-on experience in working on a business research project, including data collection, analysis, and crafting compelling narratives based on in-depth data, as well as fostering influence and alignment around their recommendations. The FDP will employ a combination of lectures and in-class workshops to prepare participants for delving into the latest trends in business research.

## PROGRAM OBJECTIVE

The objectives of this FDP are:

1. Introducing participants to the latest research methods and their applicability in addressing business challenges.
2. Providing practical experience in data analysis, primarily utilizing software tools such as MaxQDA, Sawtooth, and PLS.
3. Assisting participants in recognizing the potential of employing mixed methods in research.

## INTENDED AUDIENCE

This FDP is beneficial for:

Academic professionals, including professors, research assistants, academic associates, and doctoral students, with an interest in learning new methods for studying human behavior, particularly those in the fields of management, psychology, and humanities.



## ABOUT IIM RANCHI

IIM Ranchi is the ninth Indian Institute of Management (IIMs) established in Ranchi, Jharkhand, India in 2009. An institution known for its excellence in management education, quality research, executive development, and value-added consulting, IIM Ranchi has consistently maintained its premier position. Along with the executive MBA (E-MBA), IIM Ranchi currently offers Degree programs, including Master of Business Administration (MBA), Master of Business Administration-Human Resource Management (MBA-HRM), Master of Business Administration-Business Analytics (MBA-BA), Ph.D., Executive Ph.D and Integrated Programme in Management (IPM).



## PROGRAM STRUCTURE

S.no	Timing	Topic covered	Faculty name	Total sessions
1	9:30AM-11:30AM	Nethnography (MaxQDA)	Prof. Shilpi Saxena	2
2	12:00PM-2:00PM	Conjoint Analysis (Using Sawtooth)	Prof. Pável Reyes-Mercado	2
3	3:00PM-5:00PM	Multivariate Analysis (using Smart PLS)	Prof. Rajeev Verma	2

## REGISTRATION DETAILS

After successful payment, please register here: <https://forms.gle/hX5p9eeTuZbBtLPSA>

## PROGRAM FEE

Rs. 4000+GST = Rs. 4720/-

## PAYMENT DETAILS

Account No.: 50100083823902  
IFSC: HDFC0001470  
Bank: HDFC BANK

After Payment, please email the copy of the payment receipt to [office.eec@iimranchi.ac.in](mailto:office.eec@iimranchi.ac.in)

## Contact us

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# ABOUT SPEAKERS



**Pável Reyes-Mercado** is Professor of Marketing at the Universidad Anáhuac México. His research analyses the adoption of technological innovations in marketing and customer-technology interaction. He has industry experience in manufacturing and services and is a member of the. He has a B.A. in Electronics Engineering, an MBA, and a PhD in Management Sciences from EGADE Business School, Mexico. Currently, he serves as a visiting professor at IIM Ranchi.

**Shilpi Saxena** currently serves as an Assistant Professor of Marketing at the Indian Institute of Management (IIM) Ranchi. She is a proud alumna of the esteemed Indian Institute of Technology (IIT) Madras and was honored with the Erasmus Mundus Scholarship for the Doctoral Program in Europe during her PhD. With her research expertise in netnography, scale development, and experimental design, she has contributed significantly to top-tier service marketing journals such as the Journal of Service Theory and Practice and The Service Industries Journal. Moreover, her research has been prominently featured in leading marketing conferences worldwide, including the American Marketing Association (USA), SERVSIG (Australia), NATCOD (Europe), NASMEI, and AIM-AMA (India).



**Dr. Rajeev Verma** is a marketing faculty member at IIM Ranchi. His more than 13 years of experience is a blend of industry, academics, research, training, startup mentoring, venture development, consulting, and institutional building. He has completed his PhD from IIM Indore. He has been a doctoral research fellow at EGADE Business School, Tecnológico de Monterrey (ITESM), Mexico City. Dr. Verma has vast experience in project consulting, especially for the Central Government, State government departments, Indian Railways, UNICEF, and ITTO Japan. He has successfully completed a startup policy advocacy project at Manchester Metropolitan University, UK, and led a project for the UNICEF-WASH program.

