

Application of Research Methodology in Facilitating Development Action Programs; in collaboration with ISTD

Introduction

Scientific Research over the years has gained wider popularity. The reason being scientific methods in research always harness curiosity leading to scientific information and theories for the explanation of the nature and the properties of the world around us. It makes practical applications possible. Applied research is designed to help solve particular, existing problems so there is a much larger audience eager to support research that is likely to be profitable or solve problems of immediate concern. In the current days of our complex organizations at most positions, some sort of research is required to support normal decision-making. We, for example; examine circulation records to determine if fund allocations should be changed. We examine head counts to see when the library might reduce hours or office opening. We examine attendance at the summer reading program to see if it is cost-effective. Academicians may be required to conduct research and publish important findings relevant to our consumerism style of lives. Mapping and reporting happen to be crucial elements in the conduct of any research. Research depends on the data. In many organizations, a wide variety of data is routinely collected and much of that information may be "mined" by the researcher. There is always an excitement in the discovery of new information and knowing more about some topic than anyone else did. There is also a joy in sharing newly gathered and previously unavailable information. Finally, publishing or sharing information via publication or public meetings provides visibility and recognition. Often, research is limited by what data is relatively easily available. We need to take advantage of data already available while encouraging managers to see the value in collecting the right information. The 21st Century Organizations needs to gather evidence that answers many of their important questions about effectiveness and efficiency rather than just what is easily counted or has always been counted. In an ideal world, research methods would be an integral part of thoughtful management of any information agency for its dynamic survival. It all depends how better reporting comes resulting in better data leading to better decisions and a much more effectively, visibly so, services to the community.

Objectives

To introduce the participants to the world of Research Methodology; To acquaint them with different Scientific Research Methods and Techniques to help them facilitate better decisions and initiate appropriate action programs and interventions; To enable them to hold practice sessions as demonstration on all the different research methods; To encourage them to prepare follow up action plans.

Coverage

Need and Importance of Research & Research Methodology; and its relevance in the current world of micro action research and development; Applied Policy Research vrs Social Research Vrs Business & market Research; Mapping Motivations in Action Research; Importance of Qualitative and Quantitative approaches in Research Design; Identification & Formulation of a Research Problem; Data Collection, storage, Analysis & Interpretation; Report Preparation and Presentation; Making a follow up plan.

Methodology

The Approach to training will follow a unique blend of participatory-academic coupled with case study analysis, interactive learning. It will also include hands-on-training and practice on information mapping, use of statistical and modeling software and presentations.

Expected Outcomes

Participants developed critical understanding on the know-how and do-how aspects of various scientific Research Methods and techniques; Participants oriented to qualitative research analysis, interpretation & findings for better decisions; Participants became effective information users making organizations vibrant and more purposive.

Expected Participants

Managers, Management Teachers, Researchers, Doctoral students and Development Practitioners from any discipline.

Programme Directors

Dr. G. N. Reddi &
Mr. P. K. Sahu

Duration

3 days: November 2-4, 2009

Venue

Bhubaneswar