



SCHOOL OF COMMERCE & MANAGEMENT STUDIES

DAYANANDA SAGAR UNIVERSITY

Presents

FACULTY DEVELOPMENT PROGRAM

ON

“MARKET RESEARCH”

4th OCTOBER, 2018

ABOUT DAYANANDA SAGAR UNIVERSITY

Dayananda Sagar University with its legacy of more than five decades is imparting higher education on par with global standards in various disciplines offering under graduation and post-graduation programs in Commerce and Management. The School provides a rich learning environment with world class infrastructure together with top class faculty team to develop and hone the managerial and leadership abilities of the students through an array of pedagogical tools. Class room instructions, case-based discussions, role plays, film-shows, games, on field projects, company internships, guest lectures, Workshops and seminars by experts from the industry are some of the ways the students learn the fundamentals and advanced concepts in Commerce and Management education.

ABOUT FDP ON "MARKET RESEARCH"

Organizations are absorbed on leveraging the benefits which bring in return on investment in short term as well as long term. Marketing domain is going through a lot of innovative and creative changes emphasizing the significance of analytical thinking and more inclination towards marketing research. As the days are passing, even the tools and techniques involved in marketing research are also shifting in a faster way. Numerous tools and techniques used in marketing analytics are making the marketing professionals to catch the pace little difficult. Marketing professionals are further fascinated in evolving different modeling used in marketing research. By working on these aspects, there are plenty of opportunities which can be explored in scaling up the industry desires. This FDP gives the teaching community of marketing area to have a look at the role of market research in decision making as well framing the strategies respectively.

REGISTRATION FOR FDP:

Registration Fee (In Rupees)

Academicians:1000/-

PhD Scholars:1000/-

Others: 1000/-

DSU/DSI Faculty: 600/-

Fee can be paid in the following mode:

Cheque/DD should be drawn in favour of 'Dayananda Sagar University' payable at Bangalore.

Online Payment Details:

Account Name: Dayananda Sagar University

A/c no: 100044771729

IFSC code: INDB0000166

Bank: IndusInd Bank

Branch: Malleshwaram

Support can be given to outstation participants in terms of accommodation (on additional payment).

The Registration Fee includes Registration Kit, tea / coffee, lunch and certificate.



OBJECTIVES

- Understanding the basics and emerging issues of Market research.
- Learn modern marketing research practices and how to interpret data.
- To provide an understanding of the process involved in Designing and planning an effective marketing research.

OUTCOME OF THE FDP

- Get an insight into the analytical tools and research methods used by the industry.
- Acquire research skills that are highly sought after by both academicians and research industry in market research.

ADVISERS

Dr. A. N. N. Murthy

Vice Chancellor

Prof. Janardhan R.

Pro Vice Chancellor

Dr. Puttamadappa C

Registrar

FDP Director

Dr. Punith Cariappa, Dean SCMS

FDP Coordinators:

Dr. Anni Arnav

Prof. Nuzhath Siddiqua

For any query, please contact:

School of Commerce and Management Studies

Dayananda Sagar University
6th Floor, Building No. 13, Shavige Malleshwara Hills,
1st Stage, Kumaraswamy Layout, Bengaluru,
Karnataka - 560078.

Telephone: 080-42161458

E-mail: fdpmarket2018scms@gmail.com

Time	Session	Resource Person	Topics Covered
9.00 - 9.30 am	REGISTRATION		
10.00 -11.30 am	Session 1 Insights for stories that matter!	Dr. Smitha S Ranganathan Key account influencer and brand communication specialist. Runs all-women's social enterprise and online e-commerce portal www.brandlooms.com.	The session shall deal with means to uncover areas of relevance for application based research.
11.31-11.45 am	TEA BREAK		
11.46 – 1.15 pm	Session 2 Social media disruption in market research	Dr. Kiran Kumar H Director – Sales & BD GreeneStep	<ul style="list-style-type: none"> - Improvements of data collection - Enhanced data analysis - Creation of new research roles
1.16 - 2.00 pm	LUNCH BREAK		
2.01 pm to 2.30pm	Session 3 Research Problem Identification	Dr. Anupama Ghoshal MBA, M.Phil, PhD Assistant Professor & MBA Coordinator SCMS – Dayananda Sagar University, Bangalore.	Research Problem Identification – Sources & Challenges
2.31 pm to 3.30pm	Session 4 Qualitative Research	Dr. Joy Mukhopadhyay PhD from Indian Institute of Science, Bangalore. Educational & Management Consultant and Academic Supervisor of Warwick University, UK. He is also the CEO of a management consulting company.	Qualitative Research- Relevance and Importance in Research.
3.31 – 4.30 PM	Session 5 Changing dynamics of Market Research – How is it evolving?	Mr. Navin Honnavar Senior Manager – Marketing (South Asia) Element14	<ul style="list-style-type: none"> - User experience – Newer tools for the web customers - Test-learn optimize – Ways of using market research for Web/Mobile based customers
4.31 pm	Certificates distribution followed by tea and networking.		