

DATE: 21/07/2018

TOPIC: *Importance of Research Methodology in Social Sciences*

SPEAKER: 1. G. Venkat Raman

2. Ajit Phadnis

3. Shruti Tiwari

(Faculties- Humanities & Social Sciences, IIM Indore)

REPORT:

School of Social Sciences, DAVV had organized a guest lecture on '*Importance of Research Methodology in Social Sciences*' for the students & research scholars of the Department. The Speakers for the lecture were **G. Venkat Raman, Ajit Phadnis & Shruti Tiwari**, who presently are working with **IIM – Indore, as Faculties (Humanities & Social Sciences)**. Total 35 students of mixed courses were present in the lecture.



Mr. Ajit Phadnis Mr. G. Venkat Raman Mrs. Shruti Tiwari
(Faculties- Humanities & Social Sciences, IIM Indore)

The lecture was designed to understand the basic elements of research. The speaker spoke at length about the importance of research and how it helps to shape the world that we live in today.

Mr. G. Raman explained the basics of research moved on to delineating the various steps that have to be undertaken for conducting a research. He specially stressed upon the importance of a

review of literature and references while conducting a research. He also introduced the attendees to the various research methodologies that can be employed while doing Social Science Researches.

Mr. Ajit Phadnis explained the idea about the various types of research design and most importantly, the methods of data analysis that will ultimately help to come up with the interpretation studies. The students were also made aware of the types of sampling methods that they can employ while conducting their research.

Lastly, **Ms. Shruti Tiwari** gave the students a small group activity where they had to come up with an outline of a research study and present it brief at the end of the session

The team of speakers also invited the students as well as scholars for an opportunity to work as *Research Associates for IIM*. The lecture was very interactive which concluded with Q & A session with the students.

DATE: 28/07/2018

TOPIC: *Research Methodology in Social Sciences*

SPEAKER: **Dr. Vishakha Kutumble** (*Professor, School of Economics, DAVV*)

REPORT:

School of Social Sciences, DAVV had organized a guest lecture on '*Research Methodology in Social Sciences*' for the students & research scholars of the Department. The Speaker for the lecture was **Dr. Vishakha Kutumble** (*Professor, School of Economics, DAVV*). Total 21 students of mixed courses of the department were present in the lecture.



Dr. Vishakha Kutumble
(*Professor, School of Economics, DAVV*)

This Guest Lecture was organized to help students stay informed on the basics, and familiarize them with recent developments and trends in research techniques and its application in Social Sciences.

Dr. Vishakha Kutumble helped the students to understand the role of research methods, within the context of Social Sciences. She said that study of research methods is not only an essential requirement for social scientists, it is also vital for anyone looking to succeed in every branch including Social Sciences.

The basic meaning and aim of research was conveyed i.e. "*Research is the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study*". Then the speaker focused on the concept of Research methodology which is a collective term for the structured process of conducting research. She further said that Research methodologies can be quantitative or qualitative & emphasized on basic aspects of Research Methodology i.e. Problem Identification and Problem Solving.

In the ending phase, the speaker focused on how to facilitate your awareness of the research process and your ability to conduct research in an ethical and thorough manner using appropriate

research strategies. The lecture overall covered a good grasp of many technical concepts and processes and applying these concepts to the study of social phenomena.

DATE: 04/08/2018

TOPIC: *Mental Connection & Peace among people with theme “Rishtey”.*

SPEAKER: 1. **Dr. Ajay Sodani** (*Neurologist, Aurobindo Medical College, Indore*)

2. **Mr. Naman Munot** (*Social Activist*)

REPORT:

*“Everyone must be committed in the matter of peace, to do everything that they can ...
Peace is the language we must speak.” — Pope Francis*

School of Social Sciences, DAVV had organized a guest lecture on ‘*Relationships in the context of Social Sciences*’ for the students & research scholars of the Department. The Speakers for the lecture were **Dr. Ajay Sodhani & Mr. Naman Munot**. Total 18 students of mixed courses of the department were present in the lecture.



Dr. Ajay Sodani
(*Neurologist, Aurobindo
Medical College, Indore*)



Mr. Naman Munot
(*Social Activist*)

Dr. Sodhani explained the fundamental differences among various disciplines and research areas within the social sciences by analyzing one phenomenon that is critical to all of them—human relationships. He said that human relationships represents one of the fundamental units of analysis in the social sciences, it is not a phenomenon that possesses a unitary conceptualization across disciplines and lines of research. He elaborated that if you want to create more peace in your relationships, it starts with your relationship with yourself i.e. the relationship of your dreams, where there's authentic connection and you feel loved, accepted, and honored just as you are is completely possible when you realize that it starts with YOU.

Mr. Naman explained various models of human relationships that have emerged provide excellent lenses through which to see the fundamental differences among these lines of research at the core level of philosophical assumptions regarding social life and activity. He further explained different models offer different explanations for the motivations underlying social action and the structural elements that define an association as a "relationship."

The whole lecture highlighted the diversity, complexity, and richness that define the social sciences. Also, different fundamental philosophical and methodological approaches for understanding the social world were discussed with the students. They were explained by highlighting these differences, various models which help to illustrate one of the reasons that true "interdisciplinary" social science research is often difficult. If differences exist at fundamental levels that are then manifested in the conceptualization of key terms and phenomenon, researchers can often have difficulty coordinating interdisciplinary research that could yield important insights. Therefore the reflexive relationship between scientific knowledge and cultural meaning was explored. Finally, by examining various models, students were offered a set of tools to examine their own perceptual biases, the biases of others, and the biases of particular, dominant groups in society in the perspective of human relationships. The whole objective of the lecture was to clarify the nature of peaceful approaches and behaviors in community settings, and learn how to develop, refine, and utilize them in community practice.

DATE: 11/08/2018

TOPIC: *Market & Demand*

SPEAKER: **Dr. Akanksha Singhi** (*Professor, School of Economics, DAVV*)

REPORT:

School of Social Sciences, DAVV had organized a guest lecture on '**Market & Demand**' for all the students of the Department. The Speaker for the lecture was **Dr. Akanksha Singhi** (*Professor, School of Economics, DAVV*). Total 33 students of mixed courses of the department were present in the lecture, in which most of them were from the MBA (Financial Administration) course. The students found the lecture very interactive & purposeful for the future perspective.



Dr. Akanksha Singhi
(*Professor, School of Economics, DAVV*)

The aim of the guest lecture was to provide awareness to students on the issues related to evolving business environment, changing consumer behavior and marketing imperatives in the contemporary context

Dr. Akanksha Singhi discussed on the topics like Customer Experiences and Preferences, Advertising, Social Media Marketing, M-commerce, Online Marketing, Evolving Trends in Marketing and others related to Upcoming and Emerging fields of Marketing. The speaker briefed about how the firms that are unable to achieve this focus on the customer have disappeared or some have become highly specialized players by focusing on changing demands of consumers. Nowadays, Marketing can no longer be the sole responsibility of a few specialists, rather, everyone in the firm must be charged with responsibility for understanding customers and contributing to developing and delivering value for them.

The eminent speaker with vast experiences shared her view points on innovative ways for marketing for business and emphasized that innovation is the key. The key learning of the lecture was, it made students aware about the various latest trends in the field of marketing and trends adopted by companies in this competitive era.