



# RESEARCH METHODOLOGY COURSE IN SOCIAL SCIENCES

**03 – 12<sup>TH</sup> December 2025**

*Sponsored by*

**Indian Council of Social Science Research (ICSSR)  
(Ministry of Education, New Delhi)**



*Organised by*

**Department of Marketing and Supply Chain Management  
School of Business Studies  
Central University of Jammu**

## CHIEF PATRON



**Prof. Sanjeev Jain**  
Hon'ble Vice-Chancellor  
Central University of Jammu

## PATRON



**Prof. Neelika Arora**  
Dean, School of Business Studies  
Central University of Jammu



### **Course Director**

**Dr. Vinay Kumar**  
Head, Department of MSCM  
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### **Co-course Director**

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## WORKSHOP ORGANISING SECRETARIAT



**Dr. Shahid Mushtaq**  
Assistant Professor



**Dr. Naresh Kumar**  
Assistant Professor



**Dr. Anju Thapa**  
Assistant Professor

**DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT**

**Central University of Jammu**

**Rahya-Suchani (Bagla), Samba, UT of J&K**

## ABOUT THE UNIVERSITY

The Central University of Jammu (CUJ), established in 2011 under the Central Universities Act, 2009, is a premier institution of higher education located in the Samba district of Jammu, Jammu & Kashmir. Spanning 610 acres in the scenic Rahya-Suchani village of Bagla region, the university offers a serene environment conducive to learning and research. CUJ is committed to academic excellence, innovation, and social responsibility, providing a wide range of undergraduate, postgraduate, and doctoral programs across disciplines such as Engineering, Business Studies, Life Sciences, Basic and Applied Sciences, National Security Studies, Humanities & Social Sciences, Mass Communication and Media Studies, Educational Studies and Languages. Equipped with modern infrastructure, state-of-the-art laboratories, a well-stocked library, and vibrant student facilities, CUJ emphasizes interdisciplinary research, inclusivity, and community outreach. The university regularly organizes workshops, seminars, and cultural events, fostering a dynamic campus life. With a vision to address regional and global challenges, CUJ has established itself as a centre for quality education and holistic development, nurturing talent to contribute meaningfully to society and the nation.

## ABOUT THE DEPARTMENT

The Department of Marketing and Supply Chain Management was established in the year 2016 under the School of Business Studies. The vision of the department is to produce Management Graduates who would emerge as 'Pillars of the Nation' and shall contribute in the development and growth of public as well as private sector around the globe. The department envisages to expand the scope of its vision and to become the most comprehensive source of domain specific business knowledge. The prime objective of the department is to make the students industry ready and contribute to their full potential. Application based teaching methodologies encompassing case studies, simulations, workshops, role plays, guest lectures, and industry outreach programmes opted by the faculty prepares the budding minds to develop a holistic approach for a rigorous corporate career. In addition to the above, seminars, workshops, conferences, and other such programmes are conducted regularly by the department. The students enthusiastically take part in all the activities not only at departmental level but in all other programmes conducted by the University. Over the years, the department of MSCM has grown into a mature institution with high reputation by imparting quality management education. We can proudly claim that the department plays a pioneering role in developing global professionals through its PG and Ph.D. programs.

## ABOUT THE RESEARCH METHODOLOGY COURSE

Higher education institutions depend on research as their fundamental base to produce and share knowledge, which benefits society. The rising focus on academic excellence and global competitiveness in India makes research quality and relevance a vital priority for universities and research institutions. The meaningful contribution of an institution to policy development and societal advancement depends directly on the quality and practical application of its research findings. Research functions as a methodical approach to solve complex problems through data identification, analysis and interpretation, which results in dependable solutions. Researchers who are new to academic work need to acquire strong knowledge about research methods and methodologies to perform such processes. The proposed ICSSR-sponsored Research Methodology Workshop aims to provide structured training that spans from basic concepts to advanced analytical techniques. The workshop will offer a comprehensive and integrative curriculum covering key aspects of research methodology, literature review, research design, data analysis, interpretation and academic writing. Through this program, young researchers will be empowered to conduct methodologically sound, ethically responsible, and socially relevant research that contributes to both academic literature and real-world problem-solving. By the end of the workshop, it is expected that participants will not only improve their conceptual clarity and technical proficiency but will also develop research acumen—an essential trait for navigating the complex landscape of contemporary social science inquiry.

## OBJECTIVES OF THE COURSE

- To identify and define contemporary business and social problems.
- To disseminate knowledge about basic research methods and methodologies.
- To identify appropriate research tools and techniques.
- To provide guidance on writing a high-quality research proposal.
- To train scholars in conducting literature reviews and writing scientific manuscripts.
- To enhance awareness about ethical standards in research and the use of library resources.
- To provide hands-on training in data analysis techniques using software.

## WHO SHOULD ATTEND?

Registered research scholars (M.Phil, Ph.D. and PDF) in social sciences.

## MODE OF INTERACTION

Mode of interaction will be offline only.

## PROCEDURE OF REGISTRATION

Registration shall be free and open to all scholars (M.Phil, PHD and PDF) in social sciences.

Seats are limited to 30 only, so early applicants shall be given priority.

Interested participants are requested to register using link <https://forms.gle/3Aptkf9JWtURBjgT6>

## Or Scan the QR



Four sessions shall be conducted daily and participants will have to fill the feedback form at the end of each day.

For any further queries, please contact through mails on:



[Email- cujammu2025@gmail.com](mailto:Email-cujammu2025@gmail.com)



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## ACCOMODATION AND TRAVEL ALLOWANCES

Travel expenses shall be reimbursed to the participants strictly as per the guidelines of ICSSR. Accomodations on sharing basis shall be provided to outstation participants only as per the university norms.

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