



Report on R & D Day 2015-16

R & D day (Research and Development) was conducted on 30th January 2016. Various activities were held on this day.

The first session in the morning started with the meeting of the Director and the Researcher Scholars. The Director enquired about the student's progress. She shared her experience of her PhD work. She guided the students to make a time plan for the submission the PHD thesis.

This was followed by PHD synopsis presentation by two PhD Scholars Mrs.Ramdeep Kaur Pabla and Mrs.Mahananda Bansode. The panel to review the synopsis included the following

- 1) Dr.J.K Dattagupta – Subject Expert
- 2) Dr. Satish Ubale - Subject Expert
- 3) Dr. Dilipkumar Patil - Research Guide
- 4) Dr. Surya Ramdas - Director, DYPIMS

The panel made suggestions that will be incorporated by the 2 students before the submission of their synopsis to the University. These two PhD Scholars were given 3 weeks to submit their final synopsis.

Post lunch two workshops on research methodology were conducted by Dr. Roshan Kazi and Dr. Vasant Bang

1. *Dr. Roshan Kazi (Topic : Predictive Analysis)*

He explained what the Predictive Analysis is, which is the use of data, statistical algorithms and machine-learning techniques to identify the likelihood of future outcomes based on historical data. The goal is to go beyond descriptive statistics and reporting on what has happened to providing a best assessment on what will happen in the future. He also explained about the Descriptive models and Decision models

2. *Dr. Vasant Bang (Topic : Research Instrument Designing)*

He in his lecturer touched upon the finer points of Research Instrument Designing.

Designing the research instruments one should ensure that research instruments should

- a) Include the focus and aims of the research project
- b) how the respondent's data will be used
- c) Confidentiality – will the report name them or will their data be anonymised? Who will have access to their data
- d) How long the interview or survey will take to complete.
- e) they use age-appropriate language
- f) every question helps the group to answer its research question – take out those that don't
- g) any questionnaires use appropriate scales and so on

6 marketing students (MBA-II) attended the above two workshops as a part of a contemporary marketing subject. 9 research scholars of DYPIMS Research Center attended all sessions.

In the end Dr. Sweta Banerjee proposed the vote of thanks.