

Mangalore University:

Mangalore University is located on a picturesque hillock, it spreads over 353 acres of land at Mangalagangothri, which is around 20 km to the southeast of the historic coastal town of Mangaluru, in Karnataka, India. The University has set the tone for educational endeavours in the three districts under its jurisdiction. It has a pleasing campus and secured the 4th place in the country and 179th place globally in the 2024 UI Green Metric World University Rankings. The University has grown from a modest postgraduate centre of the University of Mysore to become an independent university in 1980. The University has state-of-art infrastructure facilities such as a university library, Mangala auditorium, guest houses, a cyber lab, sports facilities, world class gym and hostels for men and women. There are two national research facilities, namely the Microtron Centre and the Ocean & Atmospheric Science and Technology Cell. Very importantly AI building is under construction and which is the first in the country.

Department of Commerce:

The Department of Postgraduate Studies and Research in Commerce was established in 1969 as part of the PG Centre of the University of Mysore and became an integral part of Mangalore University since 1980. The department offers M.Com, M.Com (HRD), and Ph.D. programs. It is engaged in research activities that responds to the challenges of regional, national and international levels. Nearly sixteen colleges affiliated to the University offer M. Com programme, and the Department of Commerce extends its assistance to these colleges. The M.Com (HRD) programme is a super specialty programme with major focus on the area of Human Resource Management and Development. The thrust areas of research in the commerce department are: E-commerce, Digital Health, AI, International Business, Insurance and Banking, Human Resource Development, Retail Management, Financial Management, Accounting, Marketing Management, Entrepreneurship and Other allied areas.

About the Workshop on Research Methodology:

Research has always been an integral and very essential part of human life and it contributes to the growth and development of the world. The high quality research always contributes the wealth creation and solved the complex social problems. The research can

be seen as a planned, creative and systematic study and create value to the world. The cutting edge research produces advance knowledge, fostering innovation, avoid crisis and improves the quality of human life. The current war like situations, geo-political problems, geo-political competitions, tariff wars, creating significant instability and breakdown the rule of law in the world. The research gains importance particularly, to prevent armed conflicts by analyzing the root causes of tension, modeling, peace building strategies, fostering social cohesion, addressing structural, economic, supply chain system, social inequalities and fuel problems. The quality of the research is fully depends upon the methodology of the study. Thanks to AI, Chat GPT and technology, life moves in a very fast phase, researcher constantly adopting and learning new ways to conduct impactful research in their respective areas. In this proposed workshop train the Ph.D scholars to adopt appropriate research methodology for their Ph.D programmes

Importance of Research Methodology in social science research:

Research methodology is very vital in social science subjects for ensuring the validity, reliability, ethics and integrity. It transforming speculative ideas/ imaginations into scientific knowledge and scientific knowledge transforms into skills, and skills transform into development of the globe. It provides a structural framework for primary data collection, analysis and avoids biases, enhance writing skills by adopting appropriate research tools and statistical techniques. Research methodology is a critical component for academic enquiry particularly, within the social science subjects. It refers to scientific approach to collect the primary data, analyze and interpret in order to create the high quality of knowledge. Research methodology provides the blueprint for designing a study. This includes deciding on the research design, which can be qualitative, quantitative, or mixed- methods. A quantitative approach might involve statistical analysis of numerical data, while a qualitative approach could focus on in-depth interviews or ethnographic observations. A mixed-methods approach combines both qualitative and quantitative techniques to provide a fuller picture of the research question. By employing a well-thought-out methodology, researchers can control the biases, ensure transparency, and contribute to the body of knowledge in a meaningful way. This is very important

in social science research, where human behavior is often complex and difficult to quantify. Research methodology is a vital aspect of academic research. It provides a systematic and rigorous process for designing, conducting, analyzing and reporting. It ensures the quality and credibility of the research and facilitates the advancement and dissemination of knowledge. It is essential for researchers to understand and apply appropriate research methodology for their research projects, as well as to evaluate and critique the research methodology by others.

The research can relate to Commerce, Management, Economics, History, Kannada, Political Science, Sociology, English, Social Work and other social science subjects and it helps to business plan, quality of human life and reduces various risks avoid future failures and it integrates social and economic factors of the nations.

The researchers have to study the various steps that are generally adopted, research problem along with the logic behind the process. It is necessary for the researcher to know not only the social science aspects or business research methods or techniques but also the methodology. Researchers needs to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, correlation, ANOVA, multivariate analysis, Bi-variate analysis, T-test, R-type and Q-type factor analysis, SPSS techniques, sampling techniques and so on and also, how to apply a particular research techniques, its relevance, necessity and its effectiveness for research results and interpretation. Researchers also needs to understand the assumptions underlying various techniques and they need to know the criteria by which they can decide that certain techniques and procedures which will be applicable to certain problems and other will not. All this means that it is necessary for the researcher to design his/her methodology for his/her research problems which will differ from not only researcher to researcher but also from topic to topic.

Research methodology is not only covering the research methods and also considering the logic behind the methods the researchers use in the context of their research study and explain why they are using a particular method or technique and why they are not using other techniques so that research results are capable of being evaluated either by the researcher himself or by others. Why a research study has been undertaken? How the research problem has been defined?

In what way and why the hypothesis has been formulated? What data and information have been collected and what particular method has been adopted? Why particular analysis of data have been used and a host of similar other questions are usually answered? Ultimately, the social science research process will lead to making right decision and formulate strategies for growth and development of the people and nations. All these aspects are covered in this workshop.

Objectives:

1. To understand the importance of social science research in the present and future war like situation of the world.
2. To formulate the research problem and hypotheses.
3. To develop the research design and the process of the research.
4. To review the literature and research gap.
5. To analyse the sampling technique.
6. To gain proficiency in parametric and non-parametric statistical methods.

Why attend?

- Hands on training through experiential learning by using statistical tools.
- High quality lectures on parametric and non-parametric tests, sampling techniques and research report writing.
- Ethics in research, time management and quality in research.
- Networking with peers in social science departments and experts.

What are the major visible outcomes of this workshop?

1. Capacity building and usage of capacity in the proper manner in research segments.
2. Cultivate the culture of research and even after awarded Ph.D degree.
3. Practice independent and out of box thinking or design thinking patterns.
4. Plug and play in the research areas.
5. Practice ethics in research, to demonstrate honesty and respect to the Mangalore University forever.
6. Quality publications in referred journal not in the predatory journals.
7. Learned to read like a researcher and write like a researcher.
8. Create ardent curiosity.
9. Practice, patience, self-control, discipline and time management.

Who should attend?

- 2025-2026 batch Ph.D enrolment students of social science departments are Commerce, MBA, Economics, Kannada, English, Sociology, Political Science, Communication, Social Work, History and other Social Science related departments of Mangalore University.

Registration:

- The registration fee is fully free and this programme is funded by PM-USHA scheme. On 4th April 2026 at 9:30 am, all the above participants should registration their names in the programme venue.
- Travel costs :The participants has to attend all the three days for their own cost and working lunch will be provided.

CHIEF PATRON

PROF. P. L. DHARMA

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PATRON

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MANGALORE UNIVERSITY
Department of Studies in Commerce

Organises



Under PM-USHA Scheme

**Three-Day Research Methodology
Workshop for Ph.D coursework
Scholars of Social Science
Departments, Mangalore University,
Mangalagangothri-574199**

Theme

“My Research, My Duty and Responsibility”

Workshop Dates

4th, 5th and 6th April 2026

Venue

Srinivas Mallya Auditorium

**Departments of M.Com and MBA Building
Mangalore University, Mangalagangothri**

**“The Quality of Research is Predominantly
Determined by the Ph.D Scholar”. by YMR**