



One Week Workshop
On
Concepts and Constructs in Research Methodology (WCCRM)
June 17 - 21, 2019
At
Indian Institute of Tourism and Travel Management (IITTM)
(An Autonomous Body under Ministry of Tourism, Govt. of India),
Govindpuri, Gwalior, Madhya Pradesh – 474011
www.iittm.ac.in

About WCCRM 2019:

Concept, generally, derived from the theory, whereas, Constructs are a way of bringing theory with in the understandable zone, helping to explain the different components of theories, as well as measure or observe. In other words, a construct is a concept that cannot be measured directly.

As per the literature, construct is more abstract than concept. The key difference here is about observation. A concept is an abstraction from some phenomenon that can be observed while a construct is not something that one can observe. For instance, you can observe people's height, so height is a concept. But you cannot directly observe credibility, thus it is a construct (Watt and Berg, 2002, Research Methods for Communication Science, p. 11). Moreover, a construct can be defined as a set of operational measures that allows for the study of a theoretical concept (Yin, 2009, Case Study Research: Design and Methods, p. 40).

Generally and specifically, both the terms Concepts and Constructs forms the base of exploring, identifying and designing any research problem, therefore, it is mandatory for researchers at the beginners' stage to understand these research-basics, so that they can proceed scientifically to solve any research problem.

To keep this as a basic aim, Indian Institute of Tourism and Travel Management (IITTM) which is an Autonomous Body under Ministry of Tourism, Govt. of India, Gwalior, Madhya Pradesh, is organizing one week workshop on "Concepts and Constructs in Research Methodology (WCCRM)" from June 17 to 21, 2019 at IITTM Gwalior.

Objectives of the workshop:

- To discuss the importance of concepts and constructs in Research Methodology.
 - To enable the participants to define research problems.
 - To provide basic knowledge on research methodology.
 - To develop a suitable / contemporary methodology for addressing the key research issues.
 - To sharpen participants' competence in data analysis.
 - To enable the participants to understand the need for statistical tools in research.
 - To discuss the drafting and submission of research projects.
 - To facilitate the establishment of a network of researchers.
 - To expose the participants to the new features of SPSS 25.0.
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Target Participants:

Working Professionals / Researchers such as Faculty Members, Project Associates, Ph.D. / M. Phil. Research Scholars or anyone who have an inherent inclination towards research like Under Graduate or Post Graduate students. Even more, the participants may be the beginners or in-between their research work can participate.

*Registration Fee:

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|---|---|--------------|
| • Participants from the Industry | : | Rs. 10,000/- |
| • Academician / Faculty Members | : | Rs. 10,000/- |
| • Faculty / Staff Members from IITTM | : | Rs. 5,000/- |
| • Project Associates | : | Rs. 5,000/- |
| • Ph.D. / M.Phil. Research Scholars | : | Rs. 5,000/- |
| • Under Graduate / Post Graduate students | : | Rs. 3,000/- |
| • Any other Research Enthusiast | : | Rs. 3,000/- |

**Not included boarding / lodging expenses*

Duration and Last date to apply for the Workshop:

- The duration of the workshop will be from June 17 (Monday) to June 21 (Friday), 2019
 - The Last date to apply for WRCCM is **June 16 (Sunday), 2019**
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Broad areas will be covered in the workshop:

Reviewing the literature, Formulating a research problem, Identifying variables, Constructing hypotheses, Conceptualizing and Selecting a research design, Selecting a method of data collection, Considering ethical issues in data collection, Processing, Analyzing and Displaying Data, Establishing the validity and reliability of a research instrument, Selecting a sample, Writing a research report, Drafting of Research Project.

Resource Persons:

The experts will be from IIMs and other reputed National Institutes / Universities.

Procedure for Applying:

The candidate should have to follow the following steps:

Step 1: Online Transfer the Registration Fee on or before **June 16, 2019 (Sunday)** to the following Bank Account:

- Account Number : 2964002100000866
- IFS Code : PUNB0296400
- Branch : Chetakpuri, Gwalior, MP
- Beneficiary Name : Director IITTM

Step 2: Visit the link <https://forms.gle/UnTTDbUnYvu4gpRM8> and submit the duly filled E-Registration Form.

Step 3: E-Mail the Online Fee Deposit details to any one of the E-mail IDs: admissions@iittm.ac.in; dixit246@gmail.com; jeetdogra@live.com

Workshop Coordinators:

- Dr. Saurabh Dixit, *Nodal Officer and Associate Professor*, IITTM Gwalior, Mobile: 9425111266
 - Dr. Jeet Dogra, *Assistant Professor*, IITTM Gwalior, Mobile: 7205146285
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Important Instructions:

1. Only On-Campus Accommodation to non-locals will be arranged with in the IITTM Gwalior Hostel which will depends on first-come, first-served basis, with a nominal fee of Rs. 250/- per night per bed.
 2. Admission are purely on the first-come, first-served basis, due to the limited number of seats.
 3. The last date to apply for WRCCM, 2019 is **June 16 (Sunday), 2019**.
 4. For any query, please contact the Workshop Coordinators of WRCCM 2019.
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