

National Workshop^{on}

The Art and Science of Research: Exploring
Qualitative and Quantitative Research Methods

22nd to 26th September, 2025



In collaboration with:

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
SOUTHERN REGIONAL CENTRE
(MINISTRY OF EDUCATION, GOVT. OF INDIA)

About the University

Mahindra University, located in Hyderabad, India, is a multidisciplinary institution committed to fostering innovation, research, and academic excellence. Established in 2014 by the Mahindra Group, the university offers undergraduate, postgraduate, and doctoral programs in Engineering, Management, Law, Education, and Design. It emphasizes a global learning environment through collaborations with top international institutions and a strong focus on experiential learning, industry exposure, and entrepreneurship. With state-of-the-art infrastructure, world-class faculty, and a research-driven approach, Mahindra University aims to develop future-ready professionals equipped with leadership skills and technical expertise to address real-world challenges.

About the Department

The Department of Humanities and Social Sciences at Mahindra University houses courses beyond what it indicates. The department offers over ten elective interdisciplinary courses for students across the engineering degree program such as Literature, Economics, Management, French language, IPR and Law. The Department also offers a Ph.D. program. It has organized various seminars and workshops in last few years. The Art and Science of Research: Exploring Qualitative and Quantitative Research Methods workshop, is also being organized on their initiation.

About the Workshop

This National workshop, The Art and Science of Research, is being organized by the Department of Humanities and Social Sciences, Mahindra University, in collaboration with ICSSR-SRC, Hyderabad aims to equip young researchers with a rigorous foundation in research methodology. The sessions will integrate theoretical insights with practical training in qualitative, quantitative, and mixed methods approaches, systematic literature reviews, SPSS-based data analysis, academic writing, and ethical publishing practices.

Course Objectives

- To develop a sophisticated understanding of research paradigms in social sciences
- To provide hands-on training in both qualitative and quantitative research methods
- To strengthen skills in systematic literature review techniques (PRISMA, bibliometric, thematic analysis)
- To train participants in SPSS applications for data analysis
- To enhance academic writing and publication competencies with emphasis on ethics, plagiarism avoidance, and navigating predatory publishing
- To foster a collaborative platform for interdisciplinary exchange and peer learning

Day 1 : 22nd September 2025

- Demystifying the Research Paradigms in Social Sciences
- Methodology: Bridging Approaches and Choosing the Right Research Design
- Hands-on: Choosing the Right Methodology in Various Contexts

Day 2 : 23rd September 2025

- The Role of Theory in Research
- Choosing Data Collection Methods
- Conducting a Literature Review
- Hands-on: Literature Review Methods (Thematic, PRISMA, Bibliometric)

Day 3 : 24th September 2025

- Introduction to Qualitative Research Methods
- Sampling Strategies and Rationale in Social Science Research
- Fieldwork Tradition in Social Sciences
- Writing Qualitatively: Analysing and Presenting Qualitative Data

Day 4 : 25th September 2025

- Quantitative Analysis: Statistical Inference, Hypothesis Testing, Types of Data
- Summary Statistics and Statistical Testing
- Quantitative Analysis – Applications
- Hands-on Session: SPSS

Day 5 : 26th September 2025

- Mixed Methods Approach
- Avoiding Plagiarism and Publishing in Journals
- Academic Writing and Presenting of Data and Results
- Valedictory Session

Registration

Ph.D scholars in any branch of Social Sciences is invited to apply for this Course. The selection committee will review the applications and select suitable candidates. Incomplete applications and applications not submitted through the proper channel will not be considered. Candidates must submit their applications online. The list of selected candidates will be notified on 12th September, 2025 and will be communicated through mail.

Chief Patron

Dr. Yajulu Medury

Vice Chancellor
Mahindra University

Patron

Paromita Bose

Associate Professor & HOD.
Dept. of Humanities and Social Sciences

Course Directors

Dr. Anagha Tobi

Assistant Professor
Dept. of Humanities and Social Sciences

Dr. Kambakula Augustin Paul

Assistant Professor
Dept. of Humanities and Social Sciences

Organising Committee

Annanya Sardar

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Sowmya. Y

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Note

There is **"No Registration Fee"**
**Accommodation, Food and
Travel Allowance** to the
participants will be provided
as per ICSSR Guidelines.

In collaboration with

Indian Council of Social Science
Research (ICSSR–Southern
Regional Centre, Hyderabad)

CLICK TO REGISTER 

Resource PERSONS



Dr. Pradeep Racherla

Prof. and Associate Dean
School of Management
Mahindra University



Dr. Murugan Pattusamy

Assistant Professor
School of Management
University of Hyderabad



Dr. Mathivanan Pattusamy

Associate Professor
Decision Sciences
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Dr. Boddu Srujana

Assistant Professor
Department of Economics
SRM University - AP



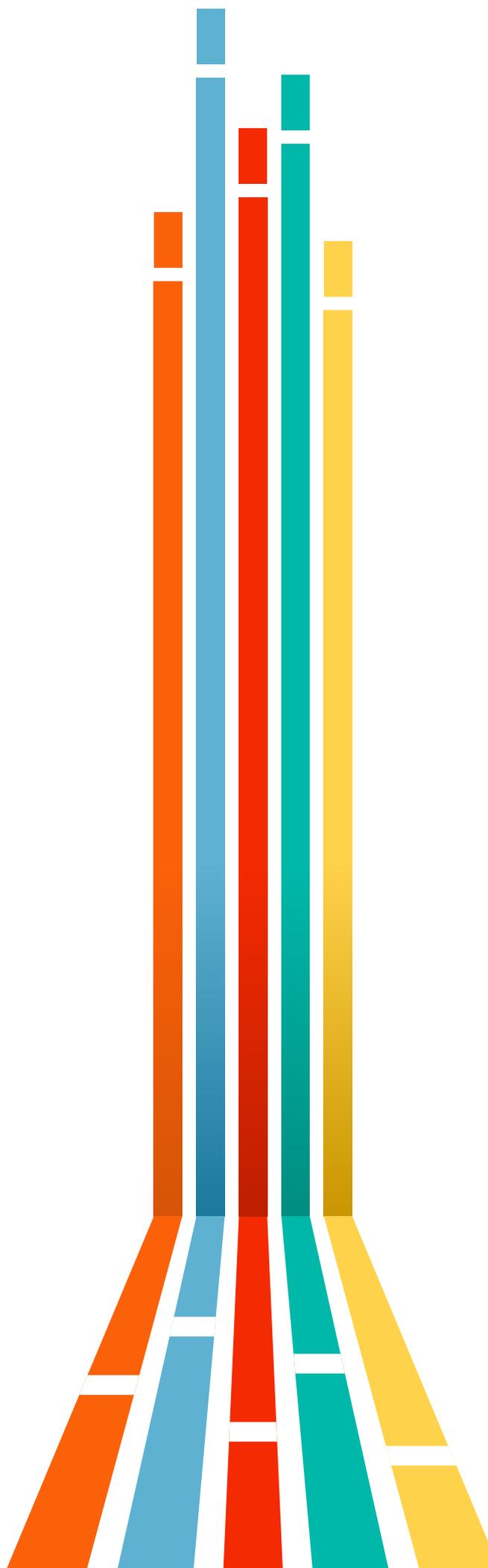
Dr. Sipoy Sarveswar

Assistant Professor
Department of Economics
Visva Bharati Central University
West Bengal



Dr. Raju Guntukula

Assistant Professor
NALSAR University of Law
Hyderabad



Organised by

Dept. of Humanities and Social Sciences
Mahindra University, Hyderabad

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