



Birla Institute of Technology, Mesra

Birla Institute of Technology (BIT) Mesra, one of the oldest Institute of Technology in independent India, was founded in 1955 by the visionary industrialist and philanthropist Mr. B.M. Birla. BIT Mesra is located in Ranchi, the capital of the State of Jharkhand. In more than six decades of its glorious existence, this Institute, recognized by the University Grants Commission (UGC) as a deemed to be University in 1986 under section 3 of the UGC Act 1956, has emerged as one of the top-most self-financed or private Engineering Institution catering to both traditional engineering disciplines and emerging technological domains.

The Department of Management Studies at BIT Mesra was established in the year 1979 with the aim of serving the growing need for qualified professionals who could harness the resources of the country to achieve its development goals. The department has continuously strived to achieve this aim by maintaining the highest standards in the UG, PG and Doctoral Programmes offered by it since its inception.

Objectives

Gain insights into research methodology and advanced data analysis techniques

The workshop aims to equip participants with the knowledge of different tools and techniques used in data analysis in modern-day management, social sciences, and interdisciplinary research for adding value to the current knowledge domain.

FAQ's

FOR WHOM

The target audience includes faculty members, research scholars, post-graduate students, and undergraduate students of management, social sciences, and interdisciplinary research areas.

WHY TO ATTEND

- Conceptual clarity of the research process and methodology
- Insights into different research designs and their implications
- Familiarity with tools and techniques, and management decision-making approach
- Discussion and interaction by experts' knowledge and experience sharing with Co participants from different research areas.
- The programme focuses on maximizing hands-on development of practical skills and data analytical tools.

External Resource Persons



Dr. Raghu Nandan Sengupta

Professor, Department of Management Sciences, IIT Kanpur
Expertise in statistical reliability and optimization



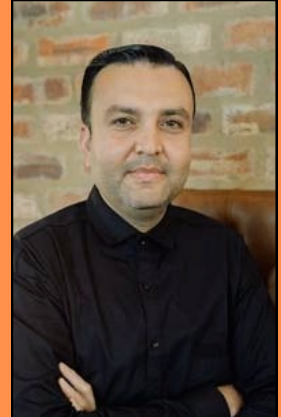
Dr. Arvind Hans

Associate Professor, Department of Business Management and Commerce, Usha Martin University, Ranchi
Specialist in research design and multivariate analysis



Dr. Harmeet Kaur

Associate Professor, Department of Commerce and Management, Jharkhand Rai University
Focus on risk analysis in financial sectors



Dr. Ankit Katrodia

Associate Professor, Department of Economic and Management Science, North-West University, Zambia
Marketing and consumer behavior expert

SHORT TERM TRAINING PROGRAMME ON RESEARCH METHODOLOGY AND ADVANCED TECHNIQUES IN MULTIVARIATE DATA ANALYSIS



BIRLA INSTITUTE OF TECHNOLOGY, MESRA

DEPARTMENT OF MANAGEMENT STUDIES

5-DAY WORKSHOP

**25TH MAY 2026 (MONDAY)
TO
29TH MAY 2026 (FRIDAY)**

Internal Resource Persons



Dr. Supriyo Roy
Professor,
Department of Management, Birla Institute of Technology, Mesra, Ranchi
Expert in Business Analytics and Management Science

Dr. Somnath Mukherjee
Assistant Professor,
Department of Management, Birla Institute of Technology, Mesra, Ranchi
Specializes in Brand Management and Services Marketing

Dr. Prashant Kumar Singh
Assistant Professor,
Department of Management, Birla Institute of Technology, Mesra, Ranchi
Expert in Second Gen Multivariate Analysis
Structural Equation Modelling (PLS - SEM)



Dr. Shalini Kumari

Assistant Professor,
Department of Management, Birla Institute of Technology, Mesra, Ranchi
Expert in Operations Management and Optimization strategies



Dr. Tina Dutta

Assistant Professor,
Department of Quantitative Economics and Data Sciences, Birla Institute of Technology, Mesra, Ranchi
Specializes in Applied Statistics and Health Analytics

Patron:

Prof. Indranil Manna
Vice-Chancellor,
Birla Institute of Technology, Mesra



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For Registration:

DATE: 25-05-2026 TO 29-05-2026

Venue: Department of Management Studies, BIT Mesra

Participation Fee (Faculty): ₹3,950/-

Participation Fee (Research Scholars & Students): ₹3,360/-

Fee is inclusive of GST, Afternoon Lunch & High Tea all days included

Accommodation is subject to availability and is chargeable
Kindly bring your laptop with internet connection for hands on training



REGISTRATION LINK



Registration link:
<https://forms.gle/DDbXFTXN9u3a75cE7>



PAYMENT LINK (ONLINE SBI)



Payment link:
<https://www.onlinesbi.sbi/sbicollect/collecthome.htm?corpID=322526>



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