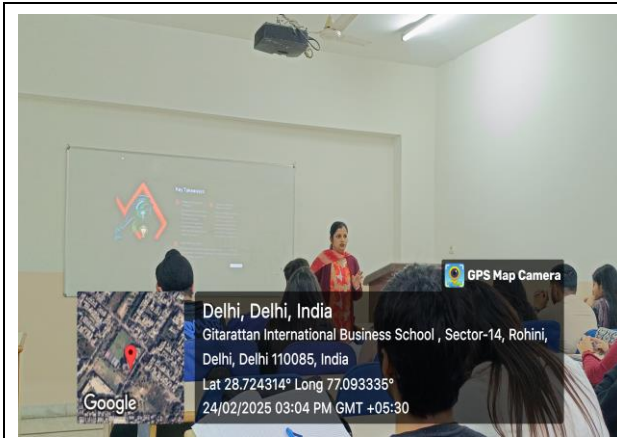


IMPORTANCE OF RESEARCH METHODOLOGY IN INNOVATION

24TH FEBRUARY 2025 (MONDAY)



IIC, GIBS organized a seminar on “Importance of Research Methodology in Innovation” on 24th February 2025. Dr. Dipti Jain conducted an insightful session for BBA E6A students, highlighting how research methodology serves as the foundation for successful innovation. The session aimed to highlight the significance of research methodology in fostering innovation and ensuring systematic problem-solving in various domains.

The event focused on three key objectives: understanding fundamental research principles, developing skills in selecting appropriate research methods, and enhancing critical thinking through systematic approaches. Dr. Dipti demonstrated how different research methodologies apply to various innovation stages - from problem identification to solution validation. Students participated actively in discussions about designing research strategies and implementing practical research tools in real-world innovation scenarios.

The session equipped participants with essential knowledge on how to approach innovation challenges methodically. Students learned to critically analyze problems and develop structured research frameworks to drive innovation processes effectively. They were left with a deeper appreciation for structured research processes and their impact on real-world problem-solving. Interactive sessions allowed participants to engage with experts, clarifying doubts and discussing real-world applications of research methodology.

The event successfully achieved its learning outcomes, providing students with practical understanding of research methodology's critical role in innovation that they can apply in their academic and professional journeys.

FLYER OF THE EVENT

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 Gitarattan International Business School
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INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GiBS)

IOAC
 INTERNATIONAL ORGANIZATION OF AMBA ACCREDITED BUSINESSES
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL DELHI

IMPORTANCE OF RESEARCH METHODOLOGY IN INNOVATION

24th February 2025
 TIME : 01:30 PM – 02:30 PM
 VENUE : ROOM NO
 CLASS : BBA, E6A (6TH SEMESTER)

DR. DIPTI JAIN
 ASSISTANT PROFESSOR,
 CENTRE FOR MANAGEMENT STUDIES, GIBS

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| TYPE OF EVENT | IIC Event |
| VENUE | Room number 301 |
| TIME & DURATION | 1:30 pm to 2:30 pm |
| CONDUCTED BY | IIC |
| ORGANISED FOR | BBA E6A |
| NAME OF THE COORDINATOR | Dr. Jasjeet Singh |
| ATTENDANCE | 42 |
| RESOURCE PERSON | Dr. Dipti Jain |
| OBJECTIVES OF THE EVENT | 1. To understand the fundamental principles of |

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| | <p>research methodology.</p> <ol style="list-style-type: none"> 2. To explore the link between research and innovation. 3. To develop skills in selecting and applying appropriate research methods for different innovation challenges. 4. To enhance critical thinking and analytical capabilities in innovation through systematic research approaches. 5. To encourage participants to incorporate research methods in their projects and professional pursuits. |
| LEARNING OUTCOME | <ol style="list-style-type: none"> 1. Participants gained a clear understanding of research methodology and its components. 2. The session emphasized the importance of structured research in making innovation more effective and impactful. 3. Attendees learned about various tools and techniques for conducting research in their respective fields. 4. The event encouraged a culture of evidence-based innovation among students and professionals. |
| SHORTFALL DURING EVENT | None |
| LINK OF ONLINE VIDEO | https://youtu.be/LcGVhDu_chl |

**PREPARED & SUBMITTED BY: DR. JASJEET SINGH, ASSISTANT PROFESSOR,
GIBS**