



## Empirical Methods in Operations Management Research

Dates: 08-19 August, 2016  
(2 weeks, Mon-Fri)

Venue: IIM Bangalore Campus

### Course Description

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There is a huge amount of data being generated by consumers, retailers, manufacturers, logistics firms and government agencies which is of interest to management researchers. With the explosion of data, researchers in various fields of management such as marketing, finance and operations are becoming involved in data-driven research. While analytical research has dominated operations management research for a long time, current trends in top operations management journals such as Manufacturing and service Operations Management, Management Science, Journal of Operations Management and Production and Operations Management etc. have shown that editors have higher inclination to accept empirical research articles. Thus, we have designed a course that would provide an exposure to various elements of empirical operations management research. With sessions on design of research studies, data sources, event studies, building blocks of writing impactful articles, and a primer on a host of empirical methods, this course is aimed at enabling participants to enhance their research expertise and developing a focused approach to conducting empirical research.

## Course takeaways

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Upon the completion of the course, the participants would

- Have awareness of current and relevant empirical research in the area of Operations Management
- Be introduced to wide array of primary and secondary data sources used in empirical Operations Management research
- Be exposed to a wide variety of empirical methods involving case study research, event based studies, various regression techniques and structural equation modelling etc.
- Understand the building blocks of publishing high quality and relevant research in top journals in the field of Operations Management

## Course Overview

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1. Introduction to Empirical OM
2. Primer on empirical methods
3. Application of on various empirical methods to OM problems
4. Building blocks of Writing
5. Student Presentations and Discussion
6. Discussion & Course wrap-up

## Course Instructors

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**Vinod Singhal** is the Charles W. Brady Chair Professor of Operations Management at the Scheller College of Business, Georgia Institute of Technology, Atlanta, USA. Vinod's teaching interests include operations strategy and supply chain management. His research has focused on the impact of operating decisions on accounting and stock market based performance measures. He has published extensively in academic journals and has made more than 120 presentations at different universities. His research has been recognized in the practitioner community through his many articles in practitioner journals and frequent invited presentations as keynote speaker at practitioner conferences. His work has been cited well over 200 times in practitioner publications such as Business Week, The Economist, Fortune, and Financial Times. He is a Departmental Editor of Production and Operations Management, and Associate Editor of Journal of Operations Management, Management Science, and Manufacturing and Service Operations Management.



**Haritha Saranga** is Airbus Group Endowed Chair Professor of Sourcing and Supply Management at Indian Institute of Management Bangalore. Haritha offers courses related to operations management and business process improvement. Haritha's research interests include empirical and analytical research on Indian manufacturing industries, in particular automotive and pharmaceutical industries and healthcare sector. She uses many econometric and non-parametric methodologies in her empirical research, including multiple regression, panel data analysis, data envelopment analysis and structural equation modelling. Haritha Saranga is a Fellow of MIRCE Academy, Exeter, UK, and a recipient of the T.E. Filbee Research Fellowship. She has published several articles in refereed international journals, such as Production and Operations Management, European Journal of Operational Research, Journal of International Business Studies. She also co-authored a book, titled Reliability and Six Sigma, published by Springer and has written many cases and book chapters.



**Sirish Kumar Gouda**, is an Assistant Professor at IIM Trichy. He holds a bachelor's degree in Civil Engineering from NIT Warangal. He worked as a software consultant for Manhattan Associates, a supply chain management solution provider and, Content Developer for Abhyaas, an educational start-up. He then did his FPM in Production and Operations Management area at IIM Bangalore. Before joining IIM Trichy, he also had a short stint with Center for Digital Financial Inclusion as an Associate Research Manager. He has a publication in the European Journal of Operational Research. He has also presented his research work in several National and International Conferences.

## Who can attend?

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All doctoral students and young faculty in operations management and allied areas who would want to be exposed to current trends in empirical operations management research can attend this workshop. The participants are expected to have basic understanding of statistics and other commonly used econometric methods.

## Registration Fees

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(Includes service tax)

- Doctoral / Post-Doctoral Student: Rs.2,300/-
- Academician / Faculty: Rs.23,000/-
- Representative of Industry / Research Organization: Rs.69,000/-

*Note:*

- This program will be conducted at IIM Bangalore, Bannerghatta Road, Bangalore-560076.
- The above fee includes all instructional materials, computer use for tutorials, 24 hr free internet facility.
- Minimum enrolment for running the program: 10 participants. Maximum seats available: 30

## Contact details:

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Please register online through this link: <http://www.iimb.ernet.in/regn/gian/>

The options for accommodation close to IIMB Campus are mentioned in the registration form. Participants are requested to contact the hotel directly and make their own arrangements to commute to IIMB for the GIAN course.

For additional queries, please send an email to: [giancourse@iimb.ernet.in](mailto:giancourse@iimb.ernet.in)