

**GITAM SCHOOL OF BUSINESS, BENGALURU**

## **7-Day Online Faculty Development Program on**

# **DEMYSTIFYING EXPERIMENTAL RESEARCH: LEARN, PLAY, AND MASTER EXPERIMENTAL METHODS**

**Top journals are demanding rigorous experiments – and this workshop will give you the skills (and excitement!) to deliver**

- **Hands-on learning** — Design, collect, analyze, and report experimental research
- **Real-world skills** — Master mediation, moderation, validity checks, and Open Science practices
- **Fun and interactive** — Learning by doing, not by just listening!
- **Led by an expert** — Prof. Sanjeev Tripathi, FT 50 and A\* journal author

### **ABOUT RESOURCE PERSON**

With over 15 years of experience running experiments across diverse domains, Prof. Tripathi brings a rare mix of deep expertise and infectious passion for experimental research. He has published in FT 50 and A\* journals using experimental designs – and he loves making complex ideas accessible and fun.

If you thought experiments were intimidating, wait till you experience them with Prof. Tripathi!



### **Who Should Attend:**

- Doctoral students aiming for high-quality publications
- Faculty members expanding into experimental methods
- Experienced researchers looking to refine their skills
- Curious newcomers ready to explore the magic of experiments

**Prof Sanjeev Tripathi**

Professor, IIM – Indore



**21<sup>st</sup> to 27<sup>th</sup> July 2025**



**6:00 PM to 8:00 PM IST**

Why Experimental Research?

Experimental research is revolutionizing social sciences. As top journals increasingly demand rigorous causal evidence, experiments have moved to center stage – not just in Marketing and OB/HRM, but across Strategy, Finance, Economics, and Information Systems too. If you aspire to publish in high-impact journals, mastering experimental methods isn’t just helpful – it’s essential.

About the Workshop:

This workshop is designed to close the experimental knowledge gap in social sciences, especially for scholars in India. Through a highly interactive, hands-on approach, you’ll learn to design experiments, collect and analyze data, and report findings confidently. We will dive deep into crafting valid designs, identifying causal processes, and adopting Open Science practices – all while keeping the learning experience light, engaging, and practical.

Expect less jargon, more action. Less lecture, more creation. Because learning experiments should be as exciting as running them!

Workshop Schedule

Day 1 21.07.25	The Art and Science Behind Experimental Design
Day 2 22.07.25	Crafting Hypotheses: An Abductive Approach
Day 3 23.07.25	Setting Up Experiments: From Idea to Execution
Day 4 24.07.25	Measuring Effects: How to Capture and Analyze Outcomes
Day 5 25.07.25	Exploring Mechanisms: Mediation and Moderation Made Simple
Day 6 26.07.25	From Data Collection to Publication: A Step-by-Step Guide
Day 7 27.07.25	Boosting Credibility: Embracing Open Science Practices

Registration Fee Details

Participant type:	Individual Pricing
Faculty Members	Rs. 3,000
Research Scholars	Rs. 2000
Industry Participant	Rs. 4000
Foreign Faculty & Students	50 USD

\*(Group of 3, Re. 1000/- discount on the total fees)  
All prices are inclusive of GST

For queries, Contact:

For Program-Related Queries, Contact:

Dr. Anupam Bandyopadhyay  
+91 9832817759  
Dr. Raksha Deshbhag  
+91 9742871590

Registration Link



https://shorturl.at/gQrQ8

PATRONS



Sri KNS Acharya  
Pro-Vice Chancellor  
GITAM, Bengaluru Campus



Prof Raja P. Pappu  
Dean  
GITAM School of Business



Prof Rajeshwari Panigrahi  
Director  
GITAM School of Business



Dr. Arun Mishra  
Area Chair – Marketing  
GITAM School of Business

Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic, application-oriented ecosystem Immersed in holistic development
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.