

Expert Opinion About GTU'S Research Week For Faculty of Management
Research Week Schedule (24/04/2013 to 27/04/2013)

Date of Research Week: - 27/04/2013



Dr. AshishSadh (Assistant Professor, IIM Indore)

Research Week is fantastic. I have come to the research week in GTU for the first time. It is a good concept. When students don't get periodic feedback and when things go wrong in the final presentation it disappoints them. Such reviews help them to ensure the quality of the research they are pursuing. I could see efforts and sincerity in students work. They are on the midway of finishing their work so I would not comment on the quality as final output is yet to come.

Suggestions: Keep organizing conferences where students can find new ideas. Students need to understand and work on Literature review, Periodic reviews, course work & methodology.

Workshop Subject: "Qualitative Research Techniques in Marketing"

[Research Week Web Page Link](#)

Total 7 Students of Ph.D.(Batch-2011) of Marketing Area of Faculty of Management were reviewed by the experts. Experts talk were held on various innovative topics of Management on 27-04-2013 ([Link of Workshop Topics](#))

Research Week-2013 Team- Gujarat Technological University