

About AIMA

The All India Management Association (AIMA) is the apex body for management in India with over 37000 members and close to 6000 corporate /institutional members through 68 Local Management Associations affiliated to it. AIMA was formed over 60 years ago and is a non-lobbying, not for profit organisation, working closely with industry, Government, academia and students, to further the cause of the management profession in India.

AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, skill development & training, events & conferences, research, publications, executive education and management development programmes.

The association is represented on a number of policy making bodies of the Government of India and national associations including All India Council for Technical Education (AICTE), which is the apex regulatory body for professional education in the country under the Ministry of Human Resource Development; National Board of Accreditation (NBA); Association of Indian Management Schools, Hyderabad; National Productivity Council, New Delhi.

AIMA also brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is a member of the Asian Association of Management Organisations (AAMO) and works closely with several international institutions like University of California – Berkeley, USA; The World Bank; St Gallen Foundation, Switzerland; The Imperial College, UK; Horasis: The Global Visions Community, Switzerland etc in organising international conferences and management development programmes.

Workshop Venue

All India Management Association
15, Link Road, Lajpat Nagar – 3
New Delhi, India – 110024

For more information, kindly contact:

Dr. Ganesh Singh

Professor (HR & OB) & Programme Director – Foundation Course

(AIMA-AMU PhD Programme in Business Administration)

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Building the Foundations of Evidence Based Management

Workshop For Doctoral Educators



11th-13th November 2019

Workshop by

Prof Phanish Puranam

Professor of Strategy & Academic Director – PhD Programme
INSEAD, SINGAPORE

Context

For any discipline, research paves the way not only for knowledge creation and theory building but also sound practice, and management is no exception. Business schools around the world now recognize that research provides a rigorous basis for teaching and offers a path towards differentiating themselves from the competition. In India, B-schools have begun to recognize this reality and invest in research and doctoral training. In an effort to stimulate the development of strong management research capabilities in India, AIMA is organizing a workshop in a "Train the Trainer" format to impart adequate exposure to Doctoral Educators in the field of management on the philosophy of science and conceptual tools that researchers use to gather and evaluate evidence. These are useful not only for conducting academic research, but also are the basis for evidence-based management practice. The social psychologist Kurt Lewin famously said, "There is nothing as practical as a good theory"; the premise of this workshop is that the tools of research can also be extremely useful for high quality management practice.

The workshop will be conducted by an acclaimed researcher and doctoral educator in the field of management, Prof. Phanish Puranam of INSEAD (see biographic details below).

Description

This workshop is primarily aimed at faculty members who are likely to be supervising doctoral level students in the field of management as well as teaching MBA students. The purpose of this course is to offer resources that will help faculty members to train their PhD students in the basic logic and philosophy of conducting their own research, as well as equip them to teach evidence-based management to their MBA students. We will discuss topics such as what is a good theory, different types of data, the importance of counterfactuals, and why experiments with randomization are the "gold standard" for evidence-based management (and what you can do when this standard cannot be attained).

Key Takeaways

By the time this course is complete, the doctoral educator should be able to help their PhD (and indirectly, MBA) students:

1. understand the basic philosophical underpinnings of the scientific method
2. understand how to use causal diagrams to represent theories as well as logics of management practice
3. realize the critical importance of counterfactuals for providing evidence -whether for research or practice
4. comprehend the differences between defending the findings of research to fellow academics, business leaders, & policy makers.

Certification

At the end of the workshop, each participant will get a certificate of participation from AIMA

Methodology

The course to be conducted in residential format is primarily based on discussion and debate of the assigned reading. All participants are expected to do all the assigned readings, attend class, and to participate actively in the discussions. There will also be a group assignment to be completed over the course of the workshop.

Courseware

Participants will be provided with a course folder.

These books are worth acquiring as they will be useful as a reference:

1. The Book of Why by Judea Pearl and Dana MacKenzie
2. Evidence Based Management by Eric Barends and Denise Rousseau

Boarding & Lodging

Accommodation will be provided to the participants at Hotel Bloomrooms, Near Metro Station, 7, Link Road, Block P, Jangpura Extension, Jangpura, New Delhi -110014 on single occupancy basis.

Workshop Fee

Fee payable Rs. 47,200
(Workshop Fee: Rs 40,000 + GST@18%*)
*As per the norms of the Govt. of India

Workshop fee includes cost of course material, accommodation, workshop tea, breakfast, lunch and dinner for all the three days. Travel cost has to be incurred separately by the participants.

Mode of Payment (NEFT)

The bank details are as follows:

Bank Name: Indian Overseas Bank, 20 Lodhi Institutional Area, Lodhi Road, New Delhi – 110 003, India

Account Name: All India Management Association

Bank A/c No. 149801000003460

Branch Name: Lok Kala Manch

IFSC Code - IOBA0001498

MICR Code No. - 110020046

Swift Code No. - IOBAINBB001

Branch Code - 1498

PAN - AAATA 1644A

GST No.07AAATA1644A1ZH

Eligibility

The workshop is designed for thirty participants who will be selected primarily on the basis of following two criteria:

1. Purpose for attending this workshop
2. Future benefit and overall plan towards contribution to the field of Evidence Based Management

Interested applicants may please email their CVs along with a note each on aforesaid criteria to Dr. Ganesh Singh at gsingh@aima.in

About the Instructor



Phanish Puranam
Professor of Strategy

Phanish Puranam is the Roland Berger Chaired Professor of Strategy and Organisation Design at INSEAD.

Phanish's research in organisational science focuses on how organisations work, and how we can make them work better. His current interests include non-hierarchical organisations, the design of informal organization, and organisational architectures that support self-assembling teams.

Besides publishing his research extensively in peer reviewed journals, Phanish has also written several books. "The Microstructure of Organisations" (Oxford University Press, 2018) offers researchers a new perspective on organisation design. Phanish's books for practitioners

include "Corporate Strategy: Tools for analysis and decisions" (co-authored with Bart Vanneste, Cambridge University Press, 2016) which is used as a reference in MBA programmes around the world. India Inside (co-authored with Nirmalya Kumar, Harvard Business Review Press, 2012) won critical acclaim for its balanced look at the prospect of India emerging as a global hub for innovation.

Phanish obtained his PhD at the Wharton School of the University of Pennsylvania in 2001, and was on the faculty of London Business School till 2012. Reflecting his commitment to doctoral training, he has served as the Academic Director for the PhD Programme at both London Business School and INSEAD.

Phanish Puranam directs the AI for Business programme at INSEAD.