

## **WORKSHOP ON RESEARCH METHODOLOGY FOR INNOVATORS AND START-UPS**

**Date:** 20<sup>th</sup> December, 2017

**Venue:** GTU Innovation Council, Ahmedabad

### **ABOUT THE EVENT:**

The event was organized at GTU Innovation Council with the aim of supplying thoughts about how to do research keeping in mind the market scenario by Prof. Tushar Panchal, Incubation manager (GIC). He started with introduction to research and gave a really simple definition of research as “unknown to known and vice versa.” Importance of generating information for research was the next topic he discussed with the audience. Factors like understanding the market by dividing it into segments, types of market (monopolistic, gorilla or competitive?) were talked about by him in a relatively understandable manner which was a point of interest for the audience. He gave simple examples as to how companies do their research for targeting audience and increasing their profit margins. One of the examples given by him was of the company “Xiaomi” who launched multiple phones in short span of time without considering if their product will be sold or not. He referred to such marketing as “Gorilla marketing”. He also explained why word of mouth proves to be the best medium for marketing.



**Concept of PLC (Product Life Cycle)** was thoroughly discussed later. It was then he explained the types of research and the steps which need to be followed for doing an accurate research. Points like factors to be taken care of before placing your problem definition, identification and requirements are important for an individual to conduct a research methodically. There may be errors in conducting research which can be by any means. The importance of understanding and finding out errors can result in the best possible information. Data involved in the research may be primary or secondary and the importance and identification of such data can be possible by many techniques. This was an important aspect discussed in the further half. Knowledge of Tushar Panchal sir was quite in depth and therefore keeping the audience engaged till the end. He also discussed some of the survey and observation methods and concept of causality. The session ended with a video of SRK diamonds and the success of its founder who once left his home in search of success shown at IIM, Ahmedabad during an event.



**FEEDBACKS:**

“It was really an informative session. Interaction with Tushar sir regarding the methods of conducting a research was quite informative.”

-Rishit Joshi

“How to start a research with no information is the toughest part. I learnt a lot of useful techniques which will help me in future for my personal research work.”

-Hetang Bhavsar

“An important part of the event included the types of researches and target audience which was really informative and the way it was explained was easy to understand and implementation can be fruitful.”

-Anushka Shah

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