

About the Workshop

Econometrics plays an important role in business and management research. It helps researchers analyze data, test theories, and make informed decisions. This two-day workshop aims to provide participants with both theoretical understanding and practical exposure to econometric tools used in business research. The workshop will focus on basic to advanced econometric techniques and their application using real business data.

Objectives of the Workshop

- To provide clear understanding of econometric concepts
- To introduce commonly used econometric models in business research
- To provide hands-on training in data analysis and interpretation
- To enhance research skills of faculty members, scholars, and students

Resource Persons



Dr. Dukhabandhu Sahoo

Associate Professor
School of Humanities,
Social Sciences & Management
Indian Institute of Technology, Bhubaneswar



Dr. Bimal Kishore Sahoo

Associate Professor (Economics)
Department of Humanities and Social Sciences
Indian Institute of Technology, Kharagpur



Dr. Ashish Dash

Assistant Professor
Department of Economics
Odisha State Open University



PM USHA Sponsored National Workshop on **RESEARCH METHODOLOGY**

Applied Econometrics and Its Applications in Business Research

13th – 14th March 2026

Organised by

School of Commerce

Gangadhar Meher University, Amruta Vihar, Sambalpur

Patrons

Prof. Susanta Kumar Das, Vice Chancellor (I/C)
Prof. Gyana Ranjan Swain, Chairman, PG Council
Shri Sanat Kumar Naik, Registrar
Dr. Chandan Sahu, Deputy Registrar (I/C)
Shri Jagannath Rout, Comptroller of Finance

Workshop Director

Prof (Dr.) Shyama Charan Acharya

Conveners

Mr. Subash Ch Jhankar, Assistant Professor & Coordinator
Dr. Priyabrata Panda, Assistant Professor
Dr. Gnyana Ranjan Bal, Assistant Professor
Ms. Saroja Meher, Assistant Professor

Co Conveners

Dr. Khirod Ch. Maharana, Assistant Professor
Dr. Mukesh Ku Sharma, Assistant Professor
Dr. Pooja Bai Kewat, Assistant Professor

Organizing Secretaries

Mr. Ambaris Pratap Singh, Assistant Professor
Ms. Jhansi Rani Parida, Assistant Professor
Ms. Shubheschha Nayak, Assistant Professor
Mr. Bikash Sethy, Research Scholar
Ms. Aruna Sharma, Research Scholar

Who Should Participate

The workshop is open to researchers from all disciplines, academicians, research scholars, and industry professionals.

Registration Link: <https://forms.gle/uMPKzazLwhq9UgSM6>



**SCAN TO
REGISTER**

For Registration, Contact

Email: socseminar@gmail.com

Mobile: 9938525597 / 9583565354

Day 1

Introduction to Applied Econometrics in Business Research

- Introduction to Econometrics: Meaning, objectives, and role of econometrics in business research.
- Importance and Applications: Use of econometrics in policy making, business analysis, financial markets, and development studies.
- Types of Data in Econometrics:
 - Cross-sectional data
 - Time series data
 - Panel data
 - Sources and basic issues in data.

Day 2

Advanced Econometric Techniques for Business Analytics

- Autoregressive Distributed Lag (ARDL) Model: Concept, lag selection, bounds test, and estimation of short-run and long-run relationships.
- Non-linear ARDL (NARDL) : Understanding asymmetric relationships and estimation of positive and negative shocks.
- Estimation and Diagnostic Tests: Model estimation, interpretation of results, and diagnostic tests such as serial correlation, heteroskedasticity, normality, and stability tests.

