



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Research Using Experimental Method



ONLINE

November 15, 16, 22, 23, 29, 30, 2025

Program Overview

Research Using Experimental Method aims to provide an overview and hands-on experience of the experimental method as used in consumer research. The program is theoretically-founded but will have a strong practical focus. The program will be conducted as a combination of interactive lectures and workshop sessions. This program is suitable for researchers and academics conducting experimental research in consumer research, marketing and allied areas.



Who is this program for?

This program is for marketing academics aiming to:

- Conduct research using experimental method in consumer research and allied domains
- Publish research based on experimental method in good quality academic journals, particularly in marketing
- Advise PhD students relying on experimental method for doctoral research

Program highlights

This program will cover:

- Theorization and conceptual development of research questions suitable for experimental method
- Study design and experimental setup for various types of experiments (lab, classroom, field)
- Analysis of data and reporting of experiment results



Pedagogy

The program will be conducted over six days in the summer, with three meeting hours on Saturdays and Sundays, as indicated in the schedule. The program will be held in workshop mode. Interactive sessions will be the main mode of learning in the sessions. Participants will select their own research question, develop a framework, conduct experiment(s) and collect data, analyse data, and report results.



Learning outcomes

- Understand the theorization and conceptual development behind experimental method
- Understand the intuitive meaning of experiments as a method
- Learn how to design experimental studies, collect data, analyse data and report results

Main topics

- Overview of experimental method
- Theorization from research question to hypotheses
- Study design based on hypotheses (between- and within-subjects factorial designs)
- Types of variables and choice of variables
- Data collection
- Data analysis (main effect, moderation, mediation, and others)
- Reporting of results following journal formats

Program schedule (tentative)

2:30 pm - 5:30 pm

over Zoom on the following days:

Nov 15 and 16, 2025

Nov 22 and 23, 2025

Nov 29 and 30, 2025

Cancellation Policy:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.

Faculty:



Priya Narayanan

Assistant Professor of Marketing

Priya Narayanan is Assistant Professor of Marketing at the Indian Institute of Management Kozhikode. She teaches core and elective courses in marketing, including two original elective courses: The CMO's Playbook and Marketing Meets Technology. Priya obtained her MBA and PhD from the Indian Institute of Management Ahmedabad. Her academic research has been published in Psychology & Marketing, Journal of Consumer Behaviour and Journal of Strategic Marketing.



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

Management Development Programme

IIMK Campus P.O.,

Kozhikode - 673 570, Kerala, India.

Phone: +91-495-2809558, +91 495 2809549 & +91 495 2809208

e-mail : mdp@iimk.ac.in



iimk.ac.in



[IIMKozhikode](https://www.facebook.com/IIMKozhikode)



[IIMKozhikodeYT](https://www.youtube.com/IIMKozhikodeYT)



[IIMKozhikode](https://twitter.com/IIMKozhikode)



[mdpiimkozhikode](https://www.instagram.com/mdpiimkozhikode)



[iimkmdp](https://www.linkedin.com/company/iimkmdp)