

Poornaprajna Institute of Management

Udupi - India



Micro Research Centre (MRC)

Name of MRC:

Centre for New research models in Exploratory Research Methods



Name & Designation of the Coordinator:

Dr. P. S. Aithal, Professor

Poornaprajna Institute of Management

(i) Purpose:

The purpose of the Centre for New Research Models in Exploratory Research Methods is to develop, evaluate, and promote innovative exploratory research methodologies that enhance the rigor, depth, and applicability of exploratory research across various disciplines.

(ii) Objectives:

- (1) To identify and develop new models and techniques for conducting exploratory research.
- (2) To evaluate the effectiveness and applicability of these new models in diverse research contexts.
- (3) To provide training and resources to researchers on innovative exploratory research methods.
- (4) To foster interdisciplinary collaboration in the development and application of exploratory research methodologies.
- (5) To disseminate knowledge and best practices related to exploratory research methods to the wider academic and research community.

(iii) Description:

The Centre will employ a variety of research methodologies and designs to achieve its objectives:

- (1) Literature Review: Conduct comprehensive reviews of existing exploratory research methods to identify gaps and opportunities for innovation.
- (2) Methodological Development: Design and develop new exploratory research models and techniques, incorporating advancements in technology and interdisciplinary approaches.
- (3) Pilot Studies: Implement pilot studies to test the feasibility and effectiveness of new exploratory research models in real-world research settings.
- (4) Comparative Analysis: Compare new exploratory methods with traditional approaches to evaluate their relative strengths and weaknesses.
- (5) Mixed Methods: Use a combination of qualitative and quantitative approaches to provide a holistic understanding of the effectiveness of new exploratory research methods.

(iv) Proposed Functions:

- (1) Conducting research on new exploratory research models and methodologies.
- (2) Organizing workshops, seminars, and training programs to educate researchers on innovative exploratory research techniques.
- (3) Collaborating with academic institutions, research organizations, and industry partners to apply and test new exploratory research methods.
- (4) Publishing research findings, methodological guidelines, and best practice documents.
- (5) Creating a repository of resources, including case studies, toolkits, and instructional materials, for researchers interested in exploratory research methods.

(v) Expected Outcomes:

- (1) Development and validation of new, innovative models for conducting exploratory research that can be adopted across various disciplines.
- (2) Increased capacity and proficiency among researchers in utilizing advanced exploratory research methods through training and resources provided by the Centre.
- (3) Enhanced collaboration and knowledge exchange between researchers, fostering the development of interdisciplinary exploratory research initiatives.
- (4) Publication of high-quality research outputs, including articles, reports, and guidelines, that contribute to the advancement of exploratory research methodologies.
- (5) Improved research quality and innovation through the adoption of new exploratory research methods, leading to deeper insights and more robust findings in various fields of study.

(vi) Working Papers:

- (1) Technological Integration in Exploratory Research: Exploring the use of advanced technologies such as AI, machine learning, and big data analytics to enhance exploratory research methods.
- (2) Interdisciplinary Exploratory Methods: Developing models that integrate approaches from multiple disciplines to address complex research questions.
- (3) Participatory and Community-Based Exploratory Research: Investigating methods that involve community and stakeholder participation in the exploratory research process.
- (4) Ethical Considerations in Exploratory Research: Examining ethical challenges and developing frameworks to ensure responsible conduct in exploratory research.
- (5) Evaluation and Impact Assessment: Creating models for assessing the impact and effectiveness of exploratory research methods on research outcomes and knowledge generation.

(vii) List of the Team Members :

Dr. P. S. Aithal

(vii) List of related Published Papers

- [1] Aithal, P. S., & Aithal, S. (2023). Use of AI-Based GPTs in Experimental, Empirical, and Exploratory Research Methods. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, 7(3), 411-425.
- [2] Aithal, P. S., & Aithal, S. (2018). Patent analysis as a new scholarly research method. *International Journal of Case Studies in Business, IT, and Education (IJCSBE)*, (2018), 2(2), 33-47.
- [3] Aithal, P. S., & Aithal, S. (2019). Scholarly Publication Based Research Journals Classification–New Insight-Based Model. In *Proceedings of International Conference on Emerging Trends in Management, IT and Education* (Vol. 1, No. 1, pp. 01-14).
- [4] Aithal, P. S. (2017). Company Analysis–The Beginning Step for Scholarly Research. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 1(1), 1-18.
- [5] Aithal, P. S., & Aithal, S. (2023). New Research Models under Exploratory Research Method. *a Book “Emergence and Research in Interdisciplinary Management and Information Technology” edited by PK Paul et al. Published by New Delhi Publishers, New Delhi, India, 109-140.*



Dr. P. S. Aithal

Date : 19/05/2025

Name & Signature of Coordinator with date.