

Workshop: "Decoding Measurement Scales: Types and Applications in Research"

SVIMS Institute conducted a research-focused workshop titled “**Decoding Measurement Scales: Types and Applications in Research**” on 16th October 2023. The workshop aimed to help MBA students understand the importance of selecting the right measurement scales while designing questionnaires, a crucial step for conducting accurate and meaningful research. 24 Students participated.

Students learned the importance of selecting suitable scales for framing research questions and ensuring effective data collection. The use of **Padlet** made the session interactive and allowed participants to express their perspectives creatively. The workshop demonstrated how technology can facilitate collaboration in research-oriented tasks.



