MERCURY

Research & Studies to International Standards

11 – 15 July 2027
Cairo (Egypt)



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Istanbul - Türkiye: +90 539 599 1206
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Ref: 121378_1080909 **Date:** 11 – 15 July 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

Research & Studies to International Standards are essential for organizations that rely on evidence-based decision-making. This program equips participants with structured methods for designing and implementing high-quality research. It emphasizes internationally recognized research standards and best practices in data analysis. The course also develops professional skills in scientific writing and research publication. Participants will learn how to ensure research validity, reliability, and compliance with global expectations. Learners will confidently manage research projects from concept to publication.

Targeted Groups

This Research & Studies to International Standards training targets professionals seeking knowledge and skills:

- Researchers in public and private organizations.
- Planning and studies department staff.
- Academic faculty and lecturers.
- Quality assurance and improvement officers.
- Data analysts and information specialists.
- Research center and consultancy employees.
- Professionals developing applied research skills.
- Decision-makers using evidence-based insights.

Course Objectives

Participants will achieve the following objectives by completing the Research & Studies to International Standards course:

- Understand the fundamentals of modern research and studies.
- Align design research with international standards.
- Develop professional research planning skills.
- Implement field studies using structured methods.
- Apply effective data collection techniques.
- Analyze quantitative and qualitative data accurately.
- Ensure quality assurance in research processes.
- Prepare professional scientific reports.
- Publish research in peer-reviewed journals.
- Interpret research findings with precision.
- Manage institutional research projects effectively.

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- Apply research ethics and compliance requirements.

Targeted Competencies

Participants will gain the following competencies during the Research & Studies to International Standards program:

- Advanced research planning capability.
- Professional research design skills.
- Proficiency in quantitative and qualitative methods.
- Strong analytical data interpretation ability.
- Research quality evaluation expertise.
- Professional scientific reporting skills.
- Compliance with international publication standards.
- Clear presentation of research findings.
- Effective research project lifecycle management.
- Evidence-based decision support capability.

Studying Scenarios

In this Research & Studies to International Standards training, participants develop skills through the following scenarios:

- Assessing a research unit improvement case.
- Designing an applied operational study.
- Evaluating a published research paper.
- Handling real-world data collection challenges.
- Preparing a journal-ready research abstract.
- Identifying common field research errors.
- Simulating a peer-review process.
- Improving existing research outputs.

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Course Content

Unit 1: Foundations of Research & Studies to International Standards

- Role of research in evidence-based decisions.
- Characteristics of high-quality scientific research.
- Types of research studies in organizations.
- Overview of international research standards.
- Research project lifecycle stages.
- Research ethics and compliance principles.
- Primary and secondary data sources.
- Common professional research challenges.

Unit 2: Professional Research Design

- Steps in developing a research proposal.
- Defining research problems clearly.
- Formulating research questions and hypotheses.
- Building a strong conceptual framework.
- Selecting an appropriate research methodology.
- Designing effective data collection tools.
- Sampling techniques and population definition.
- Ensuring validity and reliability measures.

Unit 3: Research Implementation and Data Collection

- Field data collection strategies.
- Managing research teams efficiently.
- Using surveys and structured interviews.
- Leveraging digital research tools.
- Monitoring data quality during collection.
- Handling fieldwork constraints professionally.
- Documenting research procedures accurately.
- Ensuring ethical data handling practices.

Unit 4: Data Analysis and Results Development

- Statistical analysis fundamentals.
- Quantitative data analysis techniques.
- Qualitative data coding and interpretation.
- Drawing accurate research conclusions.
- Professional data visualization methods.
- Validating research findings.
- Linking results to research objectives.
- Preparing analytical tables and charts.

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Unit 5: Publishing and Disseminating Research Results

- Writing professional research reports.
- Requirements for peer-reviewed publication.
- Developing high-impact research abstracts.
- Understanding the peer review process.
- International research publishing ethics.
- Strategies to increase publication acceptance.
- Translating findings into actionable insights.
- Measuring institutional research impact.

Final Insights & Key Takeaways

This program enables professionals to design, implement, and publish research that meets international standards. Consistent application of these practices ensures credible studies that effectively support strategic decision-making.