

Note to the Applicants

- Only 60 applicants will be selected on first come first serve basis.
- Interested applicants are requested to fill the registration form online by clicking on the icon given below and wait for confirmation from our end.
- Upon receiving confirmation mail from us, the applicant is required to transfer the registration fee to the bank account mentioned below through online banking facility and intimate the payment details by mail.
- Final registration will be intimated to the applicants only on receipt of payment.
- Participants will be provided with workshop kit, workshop materials in DVD, working lunch and refreshments.
- Participants must bring their own laptop, mouse and a pen-drive.
- Participants should make their own arrangements for their stay, breakfast and dinner. On prior request and additional payment, accommodation (twin-sharing only) may be arranged in the university guest house or hostel subject to availability of rooms. Participants must make their own travel arrangements to reach the venue on time on all days.
- Fees once paid will not be refunded under any circumstances.
- No TA/DA will be provided.
- Certificates will be issued only on attending all sessions.

 [Register Here](#)

Registration Fees

For Industrialists, Academicians
and Part-time Research Scholars: Rs. 3,500

For Full-time Research Scholars
of Other Institutes: Rs. 3,000

For Full-time Research Scholars
of Pondicherry University: Rs. 2,500

Account Details for Online Fund Transfer

Account Name: DMS DAM Workshop
Account No.: 6329345101
Type of Account: Savings
Bank: Indian Bank, Pondicherry University Branch
IFSC: IDIB000P152,
MICR Code: 605019011, Branch code: 00P152

Patron

Prof. Gurmeet Singh,
Vice-Chancellor,
Pondicherry University

Chairman

Dr. G. Anjaneya Swamy,
Professor & Dean,
School of Management,
Pondicherry University

Convener

Dr. R. Chitra Sivasubramanian,
Professor & Head,
Dept. of Management Studies,
Pondicherry University

Advisory Committee

Dr. R. Panneerselvam, Professor
Dr. S. Hariharan, Professor
Dr. T. Nambirajan, Professor
Dr. B. Charumathi, Professor
Dr. S. Victor Anandkumar, Professor
Dr. Uma Chandrasekaran, Associate Professor
Dr. R. Venkatesakumar, Associate Professor
Dr. L. Mothilal, Asst. Professor
Dr. S. Riasudeen, Asst. Professor
Dr. B. Rajeswari, Asst. Professor
Dr. K. Lavanya Latha, Asst. Professor

Coordinators

Dr. R. Kasilingam, Associate Professor,
Dept. of Management Studies,
Pondicherry University,
Puducherry-605014

Dr. G. Madan Mohan, Assistant Professor,
Dept. of Management Studies,
Pondicherry University,
Puducherry-605014

For further details please contact the coordinators at
dmsdamworkshop@gmail.com



PONDICHERRY UNIVERSITY
(A Central University)
School of Management
Department of Management Studies

**A Four-Day National Level Workshop on
Model Building**

12th June 2019 to 15th June 2019



About Pondicherry University

A Central University, established through an Act of Parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and its entire campus in Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University was the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university in growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.



Dr. Murugan Pattusamy
Assistant Professor
School of Management Studies
University of Hyderabad

About Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986, it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals. DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also the lush green environment in the university provides pleasant ambience for the students to relish every moment of the learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD etc.



Dr. R. Kasilingam
Associate Professor
Department of Management Studies
School of Management
Pondicherry University

About The Programme

- This four-day national level workshop is aimed at providing researchers, academicians and industry delegates with a comprehensive learning of analytics. The workshop modules are designed in such a way which would enable the participants to gather practical training using live data.
- The course is designed to provide hands on experience in analytical tools and techniques that can be used for data driven decision -making using real case studies.
- The program will be a mix of theory lecture (10 %), introduction of case studies (10 %) and hands on training experience (60 %) on relevant software and result discussions (20 %) for decision making.

Topics to be Covered

Day 1

Multiple Regression
Path Analysis
Mediation Analysis
Direct and Indirect Effect
Model Fit Statistics
CFA
Validity Checking

Day 2

Moderation Analysis
Model Comparison
Boot Strapping
Non Recursive
Data Imputation
Common Method Bias

Day 3

Serial Mediation
Parallel Mediation
Moderated Mediation

Day 4

Path Analysis and CFA
using PLS
Interaction Effect



Dr. R. Venkatesakumar
Associate Professor
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