

## Resource Persons

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## Convener

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## Workshop Coordinators

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## PONDICHERRY UNIVERSITY

(A CENTRAL UNIVESRITY)

SCHOOL OF MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES

A Three-day National level workshop on

## RESEARCH TECHNIQUES IN MANAGEMENT



August 03-05, 2012

Venue : Seminar Hall, DMS,  
Pondicherry university



A Three day national Seminar level workshop on

## Research Techniques in Management

August 03-05 2012

### About The University

A central University, established through an Act of Parliament in 1985, has just completed its 25th year of existence. The campus is spread over 780 acres of land with lush green tropical vegetation; and its entire campus is Wi-Fi enabled. It has emerged as India's fastest expanding Central University crossing growth mark of 300% during the last four years and has about 5000 students now representing 33 states of the country and abroad, and over 450 highly qualified faculty from across the country. It has a state of the art Library with remote access to over 31,000 digital information resources through a dedicated library portal([www.pondiuni.edu.in](http://www.pondiuni.edu.in))

Pondicherry University was the first University to adopt the CBCS and Semester system which easily facilitates the mobility of students with credit transfer both in India and abroad. The University is growing with a cardinal principle of expansion with excellence and equity and remains connected globally. More than 27 MOUs have been signed with International Universities and National institutions for exchange of faculty and students.

### Department of Management Studies

Department of Management Studies (DMS) which had its inception since 1986, focuses on management education and deep understanding of business, aims to craft excellent business leaders who can make a remarkable difference to the organizations and also to the society.

### Credentials

- Recipient of STAR NEWS Outstanding B-School (South) of the year 2010.
- Rated #6 among Top 10 B-Schools in South India by Indian Express, 2010
- Rated 19th in the category of Top B-schools of excellence in India (CSR-GHRDC,2010)
- Rated #1 in the country among all the B-Schools considering the fees paid by students (CSR-GHRD Survey, 2008)
- Approved by the AICTE
- Accredited by NAAC
- Rated #3 in the country among the Govt. University B-Schools (CSR-GHRD Survey, 2009)

### Program Objective

To give hands-on training to faculty members and research scholars from different colleges and universities on usage of various research tools using softwares such as SPSS, AMOS, LISREL

### Focus of the Workshop

To impart necessary skills and update the participants in various areas of research by focusing on different research tools such as

- Hypothesis based analytics- Chi-Square- ANOVA – t-test – paired t-test, Non-parametric chi-square, Correspondence analysis and correlation – partial correlation
- Predictive Analytics – Simple linear regression – Multiple linear regression
- Multivariate Analytics – Factorial ANOVA, MANOVA –Factor Analysis – Cluster Analysis – Discriminant Analysis, Multidimensional Scaling, Structural Equation modeling
- Neural Networks, Conjoint Analysis

### Target group

The program would be beneficial for academicians, research scholars and corporate executives. Only 60 participants will be selected based on first come first serve basis.

### Registration

**Fees:** Rs. 1500 per participant  
Registration fee includes Tea, Lunch, & Kit.

**Date and Venue:** 03-05, August, 2012.  
Seminar Hall, Lecture Hall Complex-II, DMS, SOM, Pondicherry University

**Kit:** Kit will be given to the participants which will contain prepared material, plastic folder, pen and writing pad

- \* Please check for availability before making demand draft.
- \* Accommodation will not be provided.
- \* It is desirable to bring your laptop.
- \* Interested candidates may send their registration Form & Fee in the form of Demand Draft in favour of "The Finance Officer", Pondicherry University payable at pondicherry.

**REGISTRATION FORM**

Name:.....

Gender: ..... Age:.....

Address For Communication:.....

.....

.....

City: .....Pin code:.....

Phone No:.....

E-Mail:.....

Name Of College/Organisation:.....

.....

Designation:.....

Registration Category: Industry/Academic/Research Scholar

Details of Payment:

DD No:.....

Drawn In Favour of: "The Finance officer, Pondicherry University"  
Payable at Puducherry

Date: Amount: One thousand five hundred

Date: Signature of Participant