



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

**Eight day National Level Workshop on**  
**“Statistical Analysis for Business**  
**Research”**



**6<sup>th</sup> - 13<sup>th</sup> of June 2018**

**Venue: Lecture Hall Complex,**  
**School of Management, Pondicherry**  
**University.**

## **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 the entire campus 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 is 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 is 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.

## **About the 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 their 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.

## **About the workshop**

This eight day national workshop is aimed at providing researchers, academicians and industry delegates with a comprehensive learning of statistical analysis and report writing in business research. The workshop modules are designed in such a way which would enable the participants to gather practical training using live data.

## **Registration Fee**

- Industrialists: Rs. 6,000
- Academicians and Research Scholars: Rs.5000
- Full-time Ph.D. Scholars of Pondicherry University: Rs. 4000

\*Participants must bring their institutional Id proof when they are coming for workshop.

The Registration fee to be paid by online transfer mode (IMPS) to the following account.

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

Address: R. Venkatraman Nagar,  
Pondicherry University Campus,  
Pondicherry-605014

## **Topics to be covered**

- Research Process, Identification of Problem, Identification of variables and Construction of questionnaire.
- Sampling design, Sample size determination
- Pilot study and reliability checking using Cronbach Alpha.
- Review of Literature and Research Gap identification using Nvivo.
- Reference writing using Mendeley.

## **Topics to be covered contd.,**

- Data entry, data manipulation and data cleaning.
- Descriptive statistics, Chi-square test, Correspondence Analysis.
- Assumptions checking: Linearity, homogeneity, multi-collinearity and normality.
- One Sample t-Test, Independent Sample t-Test, Paired t-Test, One-way ANOVA.
- Factorial ANOVA, ANCOVA, MANOVA, MANCOVA.
- Correlation: Pearson correlation and Partial correlation, Simple Regression, Multiple Regression, Step-wise Regression.
- Binary Logistic Regression, Multinomial Regression, Log Linear Regression and Canonical correlation.
- Factor Analysis, Cluster Analysis, Discriminant Analysis
- Non-Parametric tests.
- Validity checking (item validity, construct validity, convergent validity and divergent validity)
- Construction of SEM, Direct effect, Indirect effect, Mediation and Moderation effect using AMOS.
- Model comparison, Data imputation using AMOS.
- Bootstrapping, Bayesian, Common bias, Specifications search using AMOS.
- Path Analysis and CFA using LISREL, Smart PLS.
- Statistical & Textual Analysis using R.

## **Who can attend?**

Industry delegates, Research Scholars and Faculty members of Management/Social Sciences

## **Software to be used:**

SPSS, AMOS, Lisrel, SmartPLS, R, Nvivo, Mendeley, EndNote

## **Resource Persons**

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

Dr. R. Venkatesakumar, Associate Professor, Dept. of Management Studies, Pondicherry University.

Dr. G. Ramasundaram, Associate Professor, St. Joseph's College of Engineering, Chennai.

Dr. C. Ganeshkumar, Assistant Professor, Indian Institute of Plantation Management, Bangalore.

## **Note to the participants**

- Registration fee once paid will not be refunded under any circumstances.
- Every participant shall be given workshop kit, soft copy of the workshop materials, lunch and refreshments for all the eight working days.
- No TA/DA will be provided.
- Only 60 participants will be selected on first come first serve basis.
- Interested participants must send a mail to the coordinators with their basic details [dmsdamworkshop@gmail.com](mailto:dmsdamworkshop@gmail.com)
- Based on the availability of seats the coordinators will send a mail to the participants with a 'registration fee' payment request. Then ***only*** the participants must transfer the prescribed registration fee to the aforesaid bank account and send a mail to the coordinators with payment details and duly filled & signed registration form.
- Final registration will be confirmed to the participants on the receipt of the payment and registration form.
- Participants must bring their own laptops (preferably with 4 GB RAM), mouse and a pen drive if CD/DVD drive is not functioning.
- Participants should make their own arrangements for staying, breakfast and dinner. However, on prior request and additional payment, accommodation may be arranged on first come first serve basis subject to availability of rooms in the university guest house.

**Patron**

Prof. Gurmeet Singh, Vice Chancellor, Pondicherry University

**Chairman**

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

**Coordinators**

- Dr. R. Kasilingam, Associate Professor, Dept. of Management Studies, School of Management, Pondicherry University, Puducherry-605014. Mobile: 9840179939, 8072208493.
- Dr. G. Madan Mohan, Assistant Professor, Dept. of Management Studies, School of Management, Pondicherry University, Puducherry-605014. Mobile: 9442314404.

**For further details kindly contact the coordinators at**  
[dmsdamworkshop@gmail.com](mailto:dmsdamworkshop@gmail.com)

PONDICHERRY UNIVERSITY  
(A Central University)  
School Of Management  
DEPARTMENT OF MANAGEMENT STUDIES



**Eight-day National Level Workshop on  
"Statistical Analysis for Business Research"**

6<sup>th</sup> & 13<sup>th</sup> of June, 2018

**Registration Form**

Name of the Participant:

Gender:

Designation:

Organization:

Address:

e-Mail:

Mobile:

Participant Category:

- Industry delegate
- Academician/Research Scholar (Part-time)
- Research Scholar (Full-time)
- Full-time Ph.D Research Scholar of P.U

Accommodation Needed: Yes/No. (Subject to availability only)

**Details of Fee Payment:**

Amount:

Bank:

Transaction No. /ID:

Date of Transfer:

**Participant's Signature**

**Note:** Scanned copy of duly filled and signed registration form along with proof of fund transfer (Transaction No., /Screen shot) must be sent to [dmsdamworkshop@gmail.com](mailto:dmsdamworkshop@gmail.com)