

Resource Persons

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PONDICHERRY UNIVERSITY

(A CENTRAL UNIVERSITY)
SCHOOL OF MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES



A Ten Day National Workshop on

STATISTICAL ANALYSIS FOR BUSINESS RESEARCH

Date: 15th to 24th March 2017

Venue: Seminar Hall, DMS, Pondicherry University.



A Ten Day National Workshop on "Statistical Analysis for Business Research" 15th to 24th March, 2017

About the 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 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.

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.

About the Workshop

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

Who can attend?

Research Scholars and Faculty members of Management/Social Sciences

Software to be used:

SPSS, AMOS, Lisrel, Smart PLS, R, NVIVO, Mendeley, EndNote

Registration Fee

The Registration fee for the workshop Rs. 3000/- to be transferred 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

The fee includes soft copy of the workshop materials, lunch and tea for all the ten days. No TA/DA will be provided.

Only 60 participants will be selected on first come first serve basis, present status of research and usefulness of the programme for the participant.

So transfer funds only after checking the availability of seats.

Participation will be confirmed only after receiving the fund transfer details.

Participants must bring their own laptops and mouse.

Participants should make their own arrangements for staying, breakfast and dinner. 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.

Topic coverage

1. Research Process, Identification of Problem, Identification of variables and Construction of questionnaire.
2. Sampling design, pilot study and reliability checking using Chronbach Alpha.
3. Review of Literature and Research Gap identification using NVIVO.
4. Reference writing using Mendeley and EndNote.
5. Data entry, data manipulation and data cleaning.
6. Descriptive statistics, Chi-square test, Correspondence Analysis.
7. Assumptions checking: Linearity, homogeneity, multicollinearity and normality.
8. One Sample t-Test, Independent Sample t-Test, Paired t-Test, One-way ANOVA.
9. Factorial ANOVA, ANCOVA, MANOVA, MANCOVA.
10. Correlation-Pearson correlation and Partial correlation, Simple Regression, Multiple Regression, Step-wise Regression.
11. Binary Logistic Regression, Multinomial Regression, Log Linear Regression and Canonical correlation.
12. Factor Analysis, Cluster Analysis, Discriminant Analysis
13. Non-Parametric tests.
14. Validity checking, Construction of SEM, Direct effect, Indirect effect, Mediation and Moderation effect using AMOS.
15. Model comparison, Data imputation using AMOS.
16. Bootstrapping, Bayesian, Common bias, Specifications search using AMOS.
17. Path Analysis and CFA using LISREL, Smart PLS.
18. Textual Analysis using Gephi and R.



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Application for Provisional Registration

Name:

Designation:

Department:

Institution:

Year of Enrollment to Ph.D. (if scholar):

Address for Communication:

Mobile No:

e-mail ID:

Signature of Applicant.

Signature of HOD with seal.