



GAUTAM BUDDHA UNIVERSITY

School of Management



TWO WEEKS WORKSHOP ON ADVANCED RESEARCH

METHODOLOGY

(Oct 22 to Nov 3, 2018)

School of management, Gautam Buddha University, Greater Noida in collaboration with SPSS South Asia Pvt. Ltd., Bangalore is organizing a fourteen-days workshop to train the participants in Research Methodology, Basics and Advanced Statistical Techniques by providing hands on experience in designing and executing appropriate analytical tools using SPSS, AMOS, PLS, E-VIEWS.

Objectives of the Workshop:

- ☞ To enable the participants to define a research problem and develop a suitable methodology for addressing the key issues.
- ☞ To enable the participants to use of various data analysis techniques in research: how to design the study, to collect data amenable to such analysis, and the issues involved in coding, editing, analyzing and interpreting the data collected.
- ☞ To focus on major research themes in Finance, Human Resource, Organization Behavior and Marketing etc.
- ☞ To impart the analytical capabilities to the project leaders, business analysts, faculty, research scholars, and post graduate students, who want to enhance the quality of their data analysis capabilities to facilitate decision making and publication.
- ☞ In view of the importance of data analysis in the current scenario, where it has been added in the curriculum of almost all Universities/ Institutions, this program is designed to reap maximum benefits through **hands on experience with SPSS, AMOS, PLS.**

How this workshop will help?

- ☞ Learn to formulate research problem.
- ☞ Groom participants in research methodology.
- ☞ Develop skills for selecting appropriate statistical tools for the research problem.

- ☞ *Facilitate Research Scholars/ Business Analysts in effectively resolving their issues by enhancing the analytical skills.*
- ☞ *Equip with the analytical knowledge and skills to enhance the quality of work.*
- ☞ *Enhances managerial ability to apply different types of statistical tools, interpret and use the results for informed decision making.*
- ☞ *This workshop will contribute to **UGC approved API score.***
- ☞ *Participant may access valuable E-Journals and Database of their interest from GBU library.*
- ☞ *Insight into how to write reports based on statistical analysis.*
- ☞ *Ability to use Softwares for data analysis and project consultancy.*

For Whom:

This workshop targets three types of participants:

- ☞ *Corporate Executives like business Analysts, research Analysts, Market Researchers, Consumer Researchers and all those who are responsible for helping management to take well informed decisions in solving management problems, by analyzing data and providing actionable insights to their management.*
- ☞ *Research Scholars who are pursuing their Ph.D. or M.Phil. degrees and in the critical stage of analyzing their data in the areas of management, commerce, psychology, sociology and other allied disciplines.*
- ☞ *Faculty members in the said disciplines who are engaged in research and wish to master advanced statistical techniques to dig deeper into their data and to publish of their research papers in scholarly journals of international repute.*

Prerequisites for participation:

- ☞ *Curiosity to learn research methodology and statistical techniques through action learning and practice.*
- ☞ *Ability to operate Computer-Windows and MS office package.*
- ☞ *It is desirable/expected that participants bring their own laptop.*

Pedagogy:

The workshop will be skill oriented and would emphasize hands on data analysis using SPSS, AMOS, PLS, E-VIEWS software. Case studies and exercises will be used to complement learning. The programme is largely through experiential learning of participants. The major focus will be on the effective use of SPSS & AMOS with relevant theoretical and industry example data sets input through hands on

experience with SPSS & AMOS. The classes will be held in a fully networked and air conditioned computer lab/ classroom and personal attention will be given to each participant. Participants are encouraged to bring their own laptops.

How this workshop is Different?

This workshop will provide concrete theoretical foundation for each technique using jargon free non-mathematical language and **majorly focused on practical training** emphasizing on the interpretation of outputs and drawing relevant conclusions.

Participation Fee:

<i>S. No.</i>	<i>Category</i>	<i>Two weeks Fees</i>	<i>One Week Fees</i>
<i>1</i>	<i>Students/Research Scholars</i>	<i>Rs.5,000/-</i>	<i>Rs.3,500/-</i>
<i>2</i>	<i>Academicians/ Faculty</i>	<i>Rs.8,000/-</i>	<i>Rs.5,000/-</i>
<i>3</i>	<i>Industry Professionals</i>	<i>Rs.10,000/-</i>	<i>Rs.7,000/-</i>

Modes of Payment:

A demand draft of the required amount should be made in the name of "Gautam Buddha University" payable at Greater Noida and the same should reach us on or **before Oct 15, 2018** to the Organising Secretary at the below mentioned address:

Dr. Manisha Sharma / Dr. Satish K Mittal
Assistant Professor
School of Management
Gautam Buddha University,
Yamuna Express Way
Gautam Budh Nagar (UP)- 201312

The last date for registration: Oct 15, 2018 by 5:00pm.

Limited numbers of seats are available through registration on the basis of first come first served. The School of Management, reserves the right in selection of the participants. (No. of seats may vary).

ABOUT GAUTAM BUDDHA UNIVERSITY:

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus and is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of

its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.



Participants may use the GBU Library (The Bodhisattva Dr. B. R. Ambedkar Library) which is a member of Indian National Digital Library in Engineering, Sciences and Technology (INDEST). GBU has subscribed many E-Journals and Electronic Resources.

SCHOOL OF MANAGEMENT:

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. SOM has state of the art classroom and computing facilities, supported by an extensive library of books, journals, films and databases, and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents. The curriculum of all its academic activities has international and cross cultural focus. At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme , Integrated MBA five year programme and Doctoral Programme (PhD) in all areas of business management – Finance, Marketing, Human Resources and Organization Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.



Workshop- Patron

Dr. Prabhat Kumar, (IAS)

Hon'able Vice Chancellor

Gautam Buddha University

Workshop-Director

Prof. Shweta Anand

Dean School of Management, GBU

Workshop-Organising Secretaries

and Key Coordinators

Dr. Manisha Sharma and Dr. Satish K Mittal

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TWO WEEKS WORKSHOP ON ADVANCED RESEARCH METHODOLOGY

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REGISTRATION FORM

Sr. No.	Particulars	Provide details
1	Name of the participant:	
2	Designation:	
3	Organisation/Institute/College/University:	
4	Address:	Mob. No.: E-mail:
5	Participant Category: (please submit a letter from HoD/ or Copy of Student/Scholar ID Card)	Students/ Academicians/ Industry Professionals
6	Fees paid particulars: DD No: Amount (Rs.): Dated: Name of Bank:	
7	If Accommodation required? a) If yes please indicate the duration b) Days c) Stay can be arranged in Hostel/Guest House sharing accommodation on actual expenses basis)	Yes/ No a) From: _____ to _____ b) No. of Days : (the payment for the stay can be made on the spot.
8	Signature	

Programme Schedule

	2:00 – 02:30 PM	02:30 – 03:15 PM	03:30 – 04:45 PM	05:00 – 06:15 PM	6:30 – 7:45 PM
8 , 2 00	Registration and Kit distribution	Inauguration Function and Key Note Speech on Relevance and Mileage offered by research	Preparing for Research: <ul style="list-style-type: none"> • What is research? • Attitude Measurement • Research Process • Research Design 	Variables & Measurement: <ul style="list-style-type: none"> • Concepts and Constructs • Measurement scales • Data collection methods 	Introduction to Data Analysis Software: SPSS <ul style="list-style-type: none"> • Scale of Data • Coding Data • Entering Data • Cleaning Data • Outliers
8 , 2 00	Group Presentation by Participants on first day Learning Points.	Review of Literature & Hypothesis Designing: <ul style="list-style-type: none"> • How to conduct a Systematic Literature Review? • Review methods/ Approaches • Sample papers • Cases 	Hypothesis Setting & Procedures: <ul style="list-style-type: none"> • Research question to Hypotheses • Types of hypotheses • Visiting International research papers to examine the practice. 	Measurement Scales and Questionnaire Design: <ul style="list-style-type: none"> • The Value of a Good Survey Instrument • The nature of Attitudes • Measurement Scales- Single and Multiple item Scales. 	Hands on Practice: Practice on: <ul style="list-style-type: none"> • SPSS • Research Problems
8 20 00	Group Presentation by Participants on second day Learning Points.	Probability Distribution: <ul style="list-style-type: none"> • Frequency Distributions- types and use • Statistical significance, level of significance. • Statistical Power 	Sampling: <ul style="list-style-type: none"> • Probability and Non-Probability Sampling • Determine the Appropriate Sampling Design • Sample Size • Sampling and Non-sampling errors. 	Data Management via SPSS: <ul style="list-style-type: none"> • Data and Time transformation • Replacing Missing Values, identifying duplicate cases, • Outliers, Merge Variables, • Split File, etc 	Hands on Practice: Practice on: <ul style="list-style-type: none"> • SPSS • Data Mgt • Research Problems
8 , 2 00	Group Presentation by Participants on third day Learning Points.	Reliability and Validity <ul style="list-style-type: none"> • Concept and Difference between Reliability and Validity • Practicing these on SPSS. 	Hypothesis Testing: <ul style="list-style-type: none"> • Statistical significance. • Tests of significance • One-Sample tests • Two-Independent-Samples Test • Two-Related Samples Tests 	χ^2-test as a test of Independence: <ul style="list-style-type: none"> • Theory • Practice on SPSS through Cases. Interpretation of Computer Output	Practice for χ^2 - test using SPSS: <ul style="list-style-type: none"> • Case study for practice Interpretation and analysis of results.
8 , 2 00	Group Presentation by Participants on fourth day Learning Points	Inferential Statistics: <ul style="list-style-type: none"> • One-way ANOVA • Factorial ANOVA • Case Study • Practicing the technique with SPSS • Writing the results. 	Practice Session: <ul style="list-style-type: none"> • Case Study (ANOVA) • Interpretation of Computer Output 	How to Write Research Papers: <ul style="list-style-type: none"> • Abstract • Format of paper • Body Content • Conclusion 	Hands on Practice: Practice on: <ul style="list-style-type: none"> • Select Cases Working on Research Work
8 , 2 00	Group Presentation by Participants on fifth day Learning Points.	Research Paper Presentation: <ul style="list-style-type: none"> • Group-I • Group-II • Group-III 	Research Paper Presentation: <ul style="list-style-type: none"> • Group-IV • Group-V • Group-VI 	Research Paper Presentation: <ul style="list-style-type: none"> • Group-VII • Group-VIII • Group-IX 	

	2:00 – 02:30 PM	02:30 – 03:15 PM	03:30 – 04:45 PM	05:00 – 06:15 PM	6:30 – 7:45 PM
8 , 2 00	Group Presentation by Participants on Sixth day Learning Points	Regression Modeling and Correlation: <ul style="list-style-type: none"> Bivariate, Partial and Auto Correlation Simple Regression Multiple Regression Dummy Variables Multicollinearity Heteroscedasticity 	Practice Session: <ul style="list-style-type: none"> Case Study 1 : Correlation Analysis Case Study 2 : Regression Analysis 	Factor Analysis: <ul style="list-style-type: none"> Application Area Methods Recommended Usage Worked Example Interpretation of Computer Output 	Hands on Practice: Practice on Factor Analysis Cases: <ul style="list-style-type: none"> Case-1 Case-2
8 , 2 00	Group Presentation by Participants on Seventh day Learning Points	Introduction to Multidimensional Techniques: <ul style="list-style-type: none"> Application Area Logit & Probit Logistic Regression Linear Discriminant Analysis 	Cluster Analysis for Market Segmentation: <ul style="list-style-type: none"> Application Area Methods Practicing the technique with SPSS Output and its Interpretation 	Qualitative Research Techniques: <ul style="list-style-type: none"> Observation Method Focus Group Discussion Case Study Method Content Analysis 	Hands on Practice on Qualitative research: <ul style="list-style-type: none"> Case-1 Case-2 Doubt clearing
8 , 2 00	Group Presentation by Participants on eighth day Learning Points	Non-Parametric Tests : <ul style="list-style-type: none"> Run Test, Sign Test, Mann-Whitney U Test Practicing with SPSS Output and its Interpretation. 	Non-Parametric Tests: <ul style="list-style-type: none"> Kruskal-Wallis Test, Mann-Kandal Test Practicing with SPSS Output and its Interpretation 	Structural Equation Modeling <ul style="list-style-type: none"> Introduction to SEM Types of Constructs: Reflective versus Formative 	Working with AMOS: <ul style="list-style-type: none"> Measurement Model Structural Model
8 , 2 No	Group Presentation by Participants on ninth day Learning Points	Confirmatory Factor Analysis: <ul style="list-style-type: none"> Measurement Model Assessment Model Fit Indices 	Structural Model Assessment: <ul style="list-style-type: none"> Path Analysis Interaction Effect Bootstrapping Technique 	Results on AMOS: <ul style="list-style-type: none"> Interpreting and writing the results 	Practice on AMOS: <ul style="list-style-type: none"> Case-1 Case-2
No	Group Presentation by Participants on tenth day Learning Points.	PLS-SEM: <ul style="list-style-type: none"> Introduction to PLS-SEM Choosing between CB-SEM and PLS-SEM 	Model Assessment: <ul style="list-style-type: none"> Path Analysis Interaction Effect Bootstrapping Technique 	Results on PLS-SEM: <ul style="list-style-type: none"> Interpreting and writing the results 	Hands on Practice on AMOS: <ul style="list-style-type: none"> Case-1 Case-2
No	Group Presentation by Participants on eleventh day Learning Points.	Research Paper Presentation: <ul style="list-style-type: none"> Group-I Group-II Group-III 	Research Paper Presentation: <ul style="list-style-type: none"> Group-IV Group-V Group-VI 	Research Paper Presentation: <ul style="list-style-type: none"> Group-VII Group-VIII Group-IX 	Review, Feedback, and Valedictory