

6th 7 Day National Workshop on Research Methodology on Management and Statistical Analysis Using **IBM SPSS Statistics 22.0**

8th- 14th December 2014



“CELEBRATING DREAMS”

In Association with



SPSS

South Asia Pvt. Ltd. Bangalore



Prof. Yogesh Upadhyay, Vice Chancellor, ITM University delivering inaugural speech in 5th 7 Day National Workshop on Research Methodology on Management and Statistical Analysis Using IBM SPSS Statistics 22.0 held from May 26 - June 2, 2014.



Nanyang Professor Naresh Kumar Malhotra, Georgia Institute Of Technology, USA delivering The Keynote Address in The International Conference On Innovations In Services: Strategies for Global Business Excellence-INNOSERVE 2014 held from Jan 13-15, 2014.

Organised by: **ITM School of Business**

Ranked at 26th position amongst the top 50 B-Schools in India in terms of “Quality of Permanent Faculty” and “Performance of College/Faculty”
(By Career Connect, Dec. 2013)



*“Knowing is not enough; we must apply.
Willing is not enough; we must do.”*

Johnson Von Goethe,

6th 7 Day National Workshop on Research Methodology on Management and Statistical Analysis Using **IBM SPSS Statistics 22.0**

Introduction

Search for knowledge or any systematic investigation to establish facts is research. It is about searching systematically for solutions to problems. For this statistical device is required. Statistical device not only provides a way of summarizing the data into quicker and manageable information but also helps the researcher to make decisions about whether relationships between two or more variables are actually real ones. Statistics today have become indispensable in all field of human endeavor including not only natural physical and social science but also in the field of management science.

To address challenges and opportunities in the field of research a new software product SPSS now known as IBM SPSS Statistics 22.0 has enabled academicians and researchers to obtain valuable information from the data. Basic knowledge on SPSS is vital for all users before they proceeded to survey and data analysis. But very often people have adequate knowledge about the basic operation of SPSS programme. This seven days workshop is for the beginners with little or no experiences in SPSS software who want to acquire the skills and knowledge of getting started in to this software. The programme simply aims at developing the pedagogical and research skills in the participants.

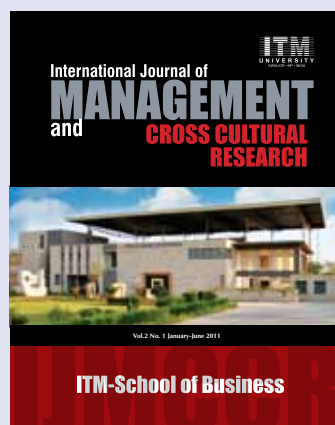
Objectives of the workshop

- To enable the participants to define research problems and develop a suitable methodology for addressing the key issues.
- To enable the participants to understand the need for statistical tools in research.
- The objective of seven day workshop is to impart the data analytical capabilities to the project leaders, business analysts, faculty, research scholars and post graduate students who want to enhance their ability of data analysis capabilities to facilitate decision making.

- The participants also learn about use of various data analysis techniques in research, designing the study, collecting data, issues involved in coding, editing, analyzing and interpreting the data collected.
- The primary focus will be on survey research with special sessions on Finance, Human Resources, Organization Behavior, and Marketing areas.
- To equip the participant with analytical knowledge and skills to enhance the quality of work, enhance managerial ability to apply different types of statistical tools, interpret and use the result for decision making.

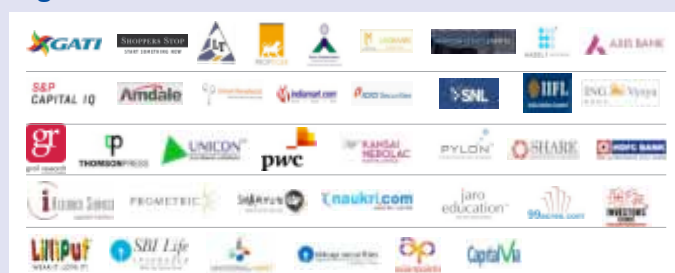
For whom

The participants of the program could be the faculty members, project leaders, business analysts research scholars who have an inherent inclination towards research. The participants may be the starters or on the



International Journal published by ITM School of Business

Highest Placements-2013 Batch





1st National Workshop on Research Methodology for Management and Statistical Analysis Using PASW 18.0 held from August 18-21, 2010.

middle of research or at the analysis stage. You can attend this programme if you want to develop a holistic view on the statistical tools to do an excellent research. SPSS software training is intended to instill confidence in data analysis and its interpretation. Corporate and educational Institutes can sponsor their employees.

Participants Fee

Participants from Industry	: Rs. 5,000/-
Academicians	: Rs. 4,000/-
Researchers	: Rs. 3,000/-

Fee can be deposited either by Bank Draft drawn in favour of "ITM University", payable at Gwalior, or via. On-line payment at IDBI Bank Account Name : ITM University - Gwalior, A/C Number : 0056104000295482, MICR Code : 474259002, IFSC : IBKL0000056, Branch Code : 056 or through cash deposited at the cash counter of ITM University. The participation fee includes course materials, SPSS (latest) software training, lunch, high tea, dinner and 14 days evaluation version of SPSS software. Accommodation on twin sharing basis will be provided at nominal rates (subject to availability).

Its Rs. 350 per day on twin sharing basis (Non AC rooms)

Rs. 700 per day on twin sharing basis (AC Room)

Why you should attend?

- This seven day workshop offers you hands-on experience to use state-of-art SPSS 22.0 software.
- Sessions are also taken by statisticians from IBM-SPSS.
- Since it is a seven day workshop, you can earn 10 points as provided in Point Based Assessment System (PBAS) of UGC.
- Scholars who are taking this workshop have wide experience of international level research.

Resource Persons

Prof. Yogesh Upadhyay

Vice Chancellor, ITM University Gwalior.

Prof. Nimit Choudhury

Professor, Indian Institute of Tourism & Travel Management, Gwalior.

Prof. Manoj Patwardhan

Professor, Atal Bihari Vajpai Indian Institute of Information Tech. & Mgmt. (ABV IITM) Gwalior

Prof. Keshav Singh Kansana

Asst. Prof. ITM School of Business, ITM University Gwalior.

Prof. Aditya Tripathi

Asst. Professor, ITM School of Business, ITM University Gwalior.

Prof. Abhinandan Chakraborty

Asst. Professor, ITM School of Business, ITM University Gwalior.

Statisticians from SPSS South Asia Pvt. Ltd., Bangalore



5th National Workshop on Research Methodology on Management and Statistical Analysis Using IBM SPSS 22.0 held from May 26- June 02, 2014.

List of Participating Institutions

So far more than 300 participants from across the country have participated and attended the workshop. We have participants coming from Narsee Monjee institute of Management Studies; Mumbai SVKM's Narsee Monjee Mumbai; IIPM Mumbai; Sipna College of Engineering and Technology, Badnera Road, Amravati, Maharashtra; Prof. Ram Meghe Institute of Technology and Research, Amravati, Maharashtra; G.H. Raisoni Institute of Management Studies, Amravati, Maharashtra; Shri Shivaji College, Akola Maharashtra; Dr. Panjabrao Deshmukh Institute of Management and Technology and Research, Nagpur; University School of Business Studies, Punjabi University; Guru Kashi Campus, Talwandi Sabo, Bathinda; The Maharaja Sayajirao University of Baroda, Vadodara; U.P. Rajarshi Tandon open University, Allahabad, U.P.; Punjabi University, Patiala; DAV College for Girls Yamunanagar, Haryana; Dr. HS Gour University, Sagar; Manipal University, Jaipur; J.Z. Shah Arts & H.P. Desai Commerce College, Amroli, Surat; C.J. Patel College of Commerce. Variav, Surat; BHEL, Bhopal; LNUPE, Gwalior; Amrapali Institute of Management & CA, Haldwan, Saurashtra University, Gujarat, SRIIT, Banmor, SivaSivani Inst of Mgmt, Hyderabad, BHU, Varanasi, MNNIT, Allahabad, ITM Dept of Humanities, Bhilwara, Raj. St. Thomas College, Bhilai, Institute of Business Management, Kolkata, University of Lucknow, Lucknow, Sahara Arts & Mgmt Academy, Lucknow, Aditya College, Gwalior, North Maharashtra University, Jalgaon, KLESociety's IMS&R, Hubli, Vinayaka Mission Open University, Gwalior, APS University, Rewa, KCES's IM&R, Jalgaon, TIMS, Gujarat, UPPTO University, Allahabad, Mangalayatan university, Aligarh, West Bengal State University, Kolkata, BBS Ins. Of Mgmt. Studies, Gr Noida, T John College, Bangalore, Gwalior, SMS, SGSB University, Rajouri, J&K, BVM Inst of Mgmt, Gwalior, Jiwaji University, Gwalior, IM Udaipur, IIT-Roorkee, Banaras Hindu University, University of Lucknow, Andhra University, Central University of Rajasthan, Bharathidasan University, Aligarh Muslim University, Dayalbagh Educational Institute Agra, SSP, Jain Arts and Commerce College, Gujarat, ICSC, Srinagar, Annamalai University, IFIM Business School, Bhuwaneshwar, Indian Institute of Teacher Education, Gujarat, Babasaheb Bhimrao Ambedkar University, Lucknow, Central University of Haryana, FD Arts and Commerce College for Women, Ahmedabad.



3rd 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 20.0 held from May 27-June 2, 2013.



4th 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 21.0 held from December 9-15, 2013.



ITM University Gwalior – A Silhouette

ITM University is a multidisciplinary University with an international reputation for the quality of its research and teaching across the academic spectrum, with subjects spanning Sciences, Engineering, Management, Education, Pharmacy, Library Science, Commerce, Agriculture, Medical, Nursing etc. It is at the forefront of learning, teaching and research and leader in many different fields. It seeks to sustain and enhance its excellence as an institution of higher learning through outstanding teaching and world-class societies they serve.

- Awarded as Best Private University Serving Social Cause by Enhancing Employment Opportunities on 9th April, 2013 by Dr. M.M. Pallam Raju, Minister-HRD, Govt. of India, Planning Commission & ASSO-CHAM.
- “Best Innovative University for Industry Interface in India” Awarded on 14th April, 2013 by Brands Academy.
- Awarded in Feb., 2013, “Most Promising University of North and Central India” – (One PlanetResearch).
- One of the Five Most Promising Universities of India (India Today Aug. 2012).
- Awarded in December 2012 “Best University of Central Northern India.”

ITM School of Business

ITM University, Gwalior, was conferred with the Best Private University Serving Social Cause, Award by ASSOCHAM (Associate Chamber of Commerce and Industry of India) in the National Education Excellence Awards 2013, an initiative by ASSOCHAM, held on April 9, 2013, in New Delhi. The award was handed over by the Hon'ble Union Minister of HRD, Dr. M.M. Pallam Raju to Prof. (Dr.) Yogesh Upadhyay, Vice Chancellor, ITM University, Gwalior.

ITM School of Business (ITM-SOB) is one of the flagship brand of ITM University Gwalior and ranked as one of the leading B-Schools in Central and North India. It has received highest ratings for its learning-outcomes based academic programmes, state-of-art infrastructure, rich academic resources, continuous evaluation system, credit based system and global outlook. Recently ITM-SOB has been ranked at 26th position amongst the Top 50 B-Schools in India in terms of “Quality of Permanent Faculty” and “Performance of College/Faculty” (Career Connect, Dec.2013). It has been ranked as 9th best B-School in North India (Excluding IIMs) by Silicon India (2013).

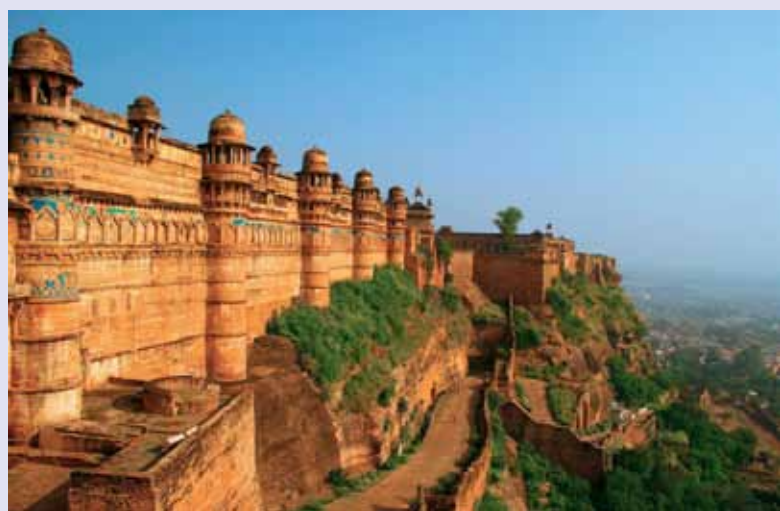
Our programmes are a showcase of flexibility, predictability, and transparency. All our academic programmes are based on a system of credits-generally guided by ECTS (European Credit Transfer and Accumulation System) as a proper means of promoting the most widespread

student mobility. The basic intent of the school is to impart quality management education at Undergraduate, Postgraduate and Doctoral research levels. It is India's 1st B-School that offers customized programme designed in association with prominent industries aimed to offer industry ready product in form of well-groomed students. Here, industry and ITM School of Business jointly decide on curriculum, teaching-learning process, internship, workshops and other academic inputs that help in securing maximizing learning outcomes in terms of knowledge, skills, attitude and behaviour.

About Gwalior

Gwalior is a historical city in the heart of India, situated in the State of Madhya Pradesh, 120 Km from Agra (The city of Taj Mahal) and 317 Km from Delhi. It is well connected with Delhi, Bhopal, Mumbai, Bangalore and Hyderabad by train and road, and by air from Delhi and Mumbai. Gwalior, known as city of music, has perhaps the richest musical tradition among all the cities in this great country starting from Tansen, Baijubabra, Hassukhan, Haddukhan, Krishnarao Pandit, Bala Saheb Puchhwale, Chote Bahyya Puchhwale, Bande Ali Khan, Shankar Rao Pandit and to come to the living legends Malini Rajurkar, Ustad Amjad Ali Khan, the list is endless. The legendary musician Tansen who belonged to Gwalior was recognized as one the nine jewels of Emperor Akbar's court.

Most famous and memorable landmarks include Gwalior Fort, the living palace of Scindia's, Jai Vilas Palace, the Tomb of the famous musician Tansen and museums. Agra, the city of Taj, is 110 Kms from Gwalior and 1.5 hours journey by express trains. The world famous Khajuraho group of temples, depicting all facets of life, are 4 hours journey by road. Mitawali & Padavali has a group of 108 ruins of temples and is 20 Kms from Gwalior. Orchha is 100 Kms from Gwalior and is a treat for weekend trips as the village still carries old time feel with palaces, temples, cenotaphs and ruins along the banks of Betwa River.



Programme Schedule

8 December, 2014

09:00 AM – 11:00 AM	11:30 AM – 12:00 NOON	12:00 NOON – 1:30 PM	02:15 PM – 4:00 PM	04:15 PM – 5:45 PM
Inauguration Function and key note speech on relevance and mileage offered by Research	SESSIONS BY EXPERTS FROM SPSS Data Editing and Data Preparation Data Transformation and File Handling and Transformations Working with Output and Pivot Tables Working with Models and Chart Facility	SESSIONS BY EXPERTS FROM SPSS Data Analysis via SPSS 22.0 Using Functions: Frequencies Descriptive Statistics Explore Cross Tabs P-P Plots Q-Q Plots	SESSIONS BY EXPERTS FROM SPSS Statistical Analysis Z- Test, T-test – Independent samples and paired sample. ANOVA – Contrasts, post-hocs and options.	SESSIONS BY EXPERTS FROM SPSS GLM Univariate Analysis Model, contrasts and post-hoc

9 December, 2014

09:00 AM – 11:00 AM	11:30 AM – 1:30 NOON	2:15 PM – 4:00 PM	4:05 PM – 4:45 PM
SESSIONS BY EXPERTS FROM SPSS Coorelations Bivariate and Partial	SESSIONS BY EXPERTS FROM SPSS Linear Models and Regression Analysis	SESSIONS BY EXPERTS FROM SPSS Factor Analysis	SESSIONS BY EXPERTS FROM SPSS Cluster Analysis

10 December, 2014

PREPARING FOR RESEARCH AND REVIEW OF LITERATURE	INTRODUCTION TO STATISTICS	HYPOTHESIS SETTING AND PROCEDURES	PROJECT BASED HANDS-ON EXERCISES
<ul style="list-style-type: none"> What is Research..? Alternatives to Research. How Science Work.? Scientific Method and Attitude Where to find Research Literature? How to conduct a Systematic Literature Review? What a Good Review Looks Like? Use of EBSCO and other data bases in literature review. Use of software in Review 	<ul style="list-style-type: none"> Statistics in real life Central Tendency Variability Shape >Skew >Kurtosis Relationship between Statistics >Skew and Central Tendency >Skew and Variability 	<ul style="list-style-type: none"> From Research Questions to Hypotheses Language of Hypotheses Type of Hypotheses. Level of Significance, Brief Introduction of Sampling distribution Visiting International research papers to examine the practice. 	<ul style="list-style-type: none"> Measurement Scales and Questionnaire Design The value of a Good Survey Instrument Online Survey Methods: Available Options Measurement Scales-Single and Multiple item Scales, Scales and Index

11 December, 2014

PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES
Z-Test, T-test, Paired T-test, Anova and Correlation	Factorial Anova, Interaction effect	Regression Analysis, Multiple Regression	Partial and Semi-Partial Correlation

12 December, 2014

PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES	PROJECT BASED HANDS-ON EXERCISES
Factor Analysis – Case Studies	Cluster Analysis-Case Studies	Multi Dimentional Scaling (MDS)	Confirmatory Factor Analysis

13 December, 2014

PROJECT BASED HANDS-ON EXERCISES	Writing Research Article and Proposals:	Project Report Presentations
Application of non-parametric tests : Contexts and types.	Structure of a Research paper. References? Plagiarism	

14 December, 2014

VALEDICTORY SESSION	Visit to Agra/Khajuraho
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Pedagogy : The workshop will use a holistic model order to groom participant in the area of research methodology. The sessions will be a mix of pen/pencil exercises, concurrently implementing the same exercises via software in the same session and finally an overview of use of illustrated techniques in published research papers.

Based on lecture method

Hands-on computer exercises or demonstration of the use of software via projector.

A mix of lecture and hands-on computer exercises or demonstration of the use software via projector.

Patrons

Shri Ramashankar Singh
Chancellor, ITM University Gwalior

Smt. Kanupriya Singh Rathore
Chairperson, ITM Universe Vadodara, Gujarat

Smt. Ruchi Singh Chauhan
Vice President, ITM University Gwalior

Shri Ravindra Singh Rathore
Managing Director, ITM Universe Vadodara, Gujarat

Shri Daulat Singh Chauhan
Managing Director, ITM University Gwalior

Dr. R.D. Gupta
Advisor to Chancellor, ITM University Gwalior

Programme Chairman

Prof. Yogesh Upadhyay
Vice Chancellor, ITM University Gwalior

Programme Facilitator

Prof. S.B. Geeta Narhari
Dean, ITM School of Business, ITM University Gwalior

Programme Coordinators

Prof. Sarika Keswani-09826221797
Prof. Shilpy Singh-09926244005
Prof. Saumya Dixit-07746866407
Prof. Abhinandan Chakarborty-08085136965



1st C.K. Prahalad Memorial Lecture Series
by Prof. N. Ravichandran, Director, IIM Indore
held on July 15, 2010.



Prof. Sushant Kumar Mishra, IIM-Indore
conducting the Pre-Conference Workshop on
Research Methodology in Management held
on January 12, 2014.



2nd C.K. Prahalad Memorial Lecture Series
by Prof. Rishikesh T. Krishnan, Prof.
Corporate strategy and Policy, IIM Bangalore
held on Nov. 8, 2012.



Prof. Yogesh Upadhyay, Vice Chancellor, Mr. Daulat Singh Chauhan, Managing Director, ITM University Gwalior receiving memento from Ms. Divya Jain, CEO at the launch of MBA (Supply Chain Management) in association with Safexpress.



L to R: Mr. Abhay Kaul-Training Consultant, Dale Carnegie Training India, Prof. Yogesh Upadhyay, Vice Chancellor, ITM University Gwalior and Mr. Dilip Jayaram-Associate Vice President, Walchand PeopleFirst Ltd. at the session of panel discussion on HRM & Industrial Law on February 1, 2014.



Industry interaction with Charles Devlin- VP Operations, Safexpress, Mr. Arianth Jain- VP Business & Operation healthkart.com, Ms. Divya Jain-CEO, Safeducate and Capt. Sanjeev Harjai -GM, Logistics & Contracts, Ministry of Defence, Indian Navy at the session of panel discussion on Supply Chain Management on January 15, 2014.



Panelists from industry in HR Panel Discussion series organized by Hindustan Times - Shine (HT-Shine) and ITM University, Gwalior on 27 and 28 August 2014.

ITM UNIVERSITY GWALIOR

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Disclaimer : ITM University Gwalior has no connection with any other University with the similar name any where else in India.