



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

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



**10<sup>th</sup> to 17<sup>th</sup> of December, 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 Part-time Research Scholars: Rs.5,000
- ▶ Full-time Ph.D Research Scholars of other institutes : Rs. 4,500
- ▶ Full-time Ph.D. Scholars of Pondicherry University: Rs. 4,000

*\*Participants must bring their valid 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.

## Topics to be covered contd.,

- Reference writing using Mendeley.
- 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.

## **Who can attend?**

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

## **Software to be used:**

SPSS, AMOS, Lisrel, SmartPLS, 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. C. Ganeshkumar, Assistant Professor, Indian Institute of Plantation Management, Bangalore.

## **Note to the participants**

- ▶ Only 60 participants will be selected on first come first serve basis. • Interested participants are requested to send the filled-in registration form to [dmsdamworkshop@gmail.com](mailto:dmsdamworkshop@gmail.com) and wait for confirmation from our end.
- ▶ Upon receiving confirmation mail from us, the participant has to transfer the registration fee to the aforesaid bank account through on-line banking facility and intimate the payment details by mail.
- ▶ Final registration will be intimated to the participants only on receipt of payment.
- ▶ Participants will be provided with workshop kit, workshop materials in DVD, working lunch and refreshments.
- ▶ Participants must bring their own laptop (preferably with 4 GB RAM), mouse and a pen drive.
- ▶ Participants should make their own arrangements for their stay, breakfast and dinner. On prior request and additional payment, accommodation (twin-sharing only) may be arranged in the university guest house on first come first serve basis, subject to availability of rooms. Guest house is less than a kilometre from the workshop venue. Participants must make their own travel arrangements to reach the venue on time on all days.
- ▶ Fees once paid will not be refunded under any circumstances.
- ▶ No TA/DA will be provided.
- ▶ Certificates will be issued only on attending all sessions.

## **Patron**

Prof. Gurmeet Singh, Vice Chancellor, Pondicherry University

## **Chairman**

Dr. G. Anjaneya swamy, 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"**

10<sup>th</sup> to 17<sup>th</sup> of December, 2018

**Registration Form**

Name of the Participant:

Gender:

Designation:

Organization:

Address:

e-Mail:

Mobile:

Participant Category:

- Industry delegate  
 Academician/Research Scholar (Part-time)  
 Full-time Ph.D Research Scholar of other institute  
 Full-time Ph.D Research Scholar of Pondicherry University

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)