

Faculty Development Program on Advances in Research Methods & Data Analytical Tools

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Introduction

Research is getting the top most priority in higher education today. University, an abode of Knowledge is expected to conduct genuine and high quality research which has impact on the society. Teaching and research complement each other; they should be synthesized so as to bring in relevance to the academic activity in the university. Statistical knowledge enables the use of appropriate methods of data collection, data analysis, effective interpretation and presentation of results. Statistics is a critical tool that enables scientific discoveries, assists in data based decision making, strengthens objectivity in prediction. Expertise in this domain allows a researcher to learn from data reliably. Statistics also aids in evaluation of claims based on quantitative evidence and help you differentiate between reasonable and dubious conclusions it's an array of knowledge and procedures that allow you to learn from data reliably. Statistics allows a researcher to evaluate claims based on quantitative evidence and help you differentiate between reasonable and dubious conclusions. This aspect is of particular interest for researchers in social science as it helps in producing trustworthy analyses and predictions and moreover avoid analytical traps.

Objectives

The objectives of the program are to equip researchers for undergoing high quality research. Writing good research papers requires one to collect, interpret and logically document the information. The art of drawing coherent conclusions, supported by appropriate research tools and reference citation is vital for quality research work. The recent innovations in statistical applications, availability of statistical software's allow scholars/researchers to take more complex test, multilevel and dynamic models. The three days' workshop on "**Advances in Research Methods and Data Analytical Tools**" has been designed keeping in view the felt need among academicians, researchers and consultants to strengthen their research skills. The training program is designed to enhance the current capabilities of researchers associated in day to day operations, and decision making using statistical software packages, and developing a number sense. The program provides an excellent opportunity to learn:

- Fundamentals of statistical concepts for business
- Initiate using statistical packages and breaking the iceberg
- Enhance the existing analytical and decision making capabilities
- Showcase best practices used by academicians and the industry
- Enhance the quality of publication by improving empirical insights in research work.

Contents

- Introduction to basic statistics
- Introduction to SPSS
- Preparation of Data file, Data screening and Transformation.
- Measures of Central tendency, Dispersion and its reasoning
- Simple Regression and correlation
- T Test
- Non Parametric Test
- Multiple Regressions and Modelling
- Chi Square and Analysis of Variance
- Time Series Analysis
- Factor Analysis
- Cluster Analysis
- Conjoint Analysis
- Model Building

Software used: SPSS Ver. 22, AMOS, Smart PLS

Who Should Attend

This is a short term training program for academicians and research scholars who are involved in research and consulting work in the domain of management and social sciences.