TWO DAY WORKSHOP ON

Investment

Faculty and Industry	₹ 2000/- (Inclusive of GST)
Research Scholars	₹ 1500/- (Inclusive of GST)

*Letter from Principal / HOD and supervisor is compulsory.

DD to be drawn in favour of "PSG Center for Non formal and Continuing Education, Coimbatore"

Outcome - Participation certificate and depth inputs on statistical applications.

PSG Institute of Management
PSG College of Technology

For further details, please contact :
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RESEARCH METHODOLOGY

TWO DAY WORKSHOP ON
RESEARCH METHODOLOGY
Sharpening Your Skills in Statistical Applications **(SPSS 23)**

February 24-25, 2023

About the Workshop

Workshops on research methodology are often well packed with methods and techniques of data analyses, 'but' with limited understanding of the logic underlying the various techniques, methods and research design as a whole. There exists a lack of logical and conceptual knowledge that would be helpful and support us in the research progression. Keeping this challenge in mind, the present workshop has been designed.

The aim of this workshop is to provide the initial start towards the complex web of knowledge surrounding research methods, when doing business management research.

Workshop Objectives

After attending this workshop, you should be able to

1. Understand the need for statistical tools in research
2. Identify different scales and variables in research
3. Enter the data in standard research format
4. Explore the types of analysis required
5. Perform statistical analysis on any data set
6. Appropriately use statistical tools and how to apply it

For Whom

For any individual who has a passion towards business research. You may be a novice or in the middle of the research or in the analysis stage, you can attend this workshop to have a holistic view on the statistical tools to do a quality and confident research.

Highlights

Hands on experience in SPSS 23

- Case Based Analysis
- Supplementary Course Materials
- Detailed knowledge delivery sessions
- Personalized doubt clearing

Schedule

February 24-25, 2023

24/2/2023

09.00 AM - 09.30 AM	Registration and Inauguration
09.30 AM - 01.00 PM	• Research Process
	• Research questions
	• Setting of Hypothesis
	• Literature Review
	• Choosing appropriate statistical techniques
02.00 PM - 05.00 PM	• Scales, SPSS, Data and variable Coding
	• Frequency Analysis
	• Chi-square
	• One way Anova
	• Simple Regression Analysis

25/02/2023

09.30 AM - 01.00 PM	• Factor Analysis
	• SEM
	• Parametric and Non Parametric Analysis
02.00 PM - 05.00 PM	• Cluster Analysis
	• Conjoint Analysis
	• Discriminant Analysis

Resource Persons

Dr. R. Radhakrishnan
Dr. R. Radhakrishnan has a teaching experience of more than 40 years. He has completed his Ph.D in Statistics and submitted his post-doctoral thesis. He is specialized in Statistics and Business Administration. He has published 250 papers in National and International Journals and presented more than 350 papers in National and International seminars and symposiums. He has published a book and contributed chapters to more than 15 books. He is a life member of various institutes across the globe.

Dr. N. Vivek
Dr. N. Vivek has a teaching experience of more than 18 years and industry experience of 2 years. He has completed his Ph.D. in Supply Chain Management. He has specialized in Quantitative Methods, Research Methods, Business Statistics, Supply Chain Management and Operations Management. He has published numerous papers in peer reviewed journals and has presented papers in India and abroad. His other interests include Training Within Industry, Activity Based Learning, low cost organic agriculture, sustainable development, micro infrastructure development, rural economies and naturopathy.

Dr. K. Arul Rajan
Dr. K. Arul Rajan is a Professor at PSGIM past 20 years. He is specialized in the field of Marketing and General Management. His areas of interest are sales and distribution, social research and Business Analytics. He handles subject on Marketing Management, Management Concepts, Sales and Distribution Management and Artisan Product Management. He has authored a book on Research Methods, 'A text for MBA students.' He has published several papers in national and international journals.

Dr. J. Sekkizhar
Dr. J. Sekkizhar is a renowned Statistician who has done research in Statistical Quality Control and doing research on managerial applications of statistics. Presently he is working as a Associate Professor in PSG Institute of Management, and he has more than eighteen years of rich research, consultancy and teaching experience. He has published many papers in international and national level journals. He had been trained in IIMs and a consultant to few companies in Coimbatore in the field of marketing research, method study and ERP training. He has excellent skills and knowledge in imparting practical applications of software such as SPSS, AMOS, SAS, MiniTab and R. He is expert in Simulation modeling by GoldSim, ERP implementation by Odoo for the benefit of Industry and academic needs.

Dr. N. Ramkumar
Dr. N Ramkumar, an active academic researcher in the field of HRD and OB holding a doctorate from Anna University, Chennai. He is a recognized research supervisor (Anna University, Chennai) and has produced two doctoral candidates and guiding few research scholars. He is in-charge of PSG outbound training center and very passionate towards conducting in-house and outbound training for academia and industry in the field of Personality and Team Dynamics. Consistently organizes workshops on research methods and Psychometric tools. Executive editor of national refereed journal – JCRM (Journal of Contemporary Research in Management) and Member of Board of Studies of PGDMS (STC), Steering committee of International Accreditation (AACSB - Association to Advance Collegiate Schools of Business and ACBSP - Accreditation Council for Business Schools and Programs). He has extensively travelled across countries including Malaysia, Singapore and United States of America for academic and research activities.