

ABOUT ABV-IIITM GWALIOR

Atal Bihari Vajpayee - Indian Institute of Information Technology & Management Gwalior (ABV-IIITM Gwalior) is India's premier Institute incepted by Ministry of Human Resource and Development (MHRD), Government of India in the year 1997 as a center of excellence in the field of Information Technology and Management. It is foremost Institute providing superior quality higher education in the above areas and is located in the city of Gwalior in the northern part of the state of Madhya Pradesh, India. The Institute activities are aimed at developing a culture of inquiry and research through highly competitive academic environment, and close interaction between Institute and corporate world. Vibrant links with the industry are wide ranging.



ABOUT THE FACULTY DEVELOPMENT PROGRAMME

Data Analysis is being taught currently in almost all post graduate programmes in management in most of the business schools. However there is a need for refreshing and updating the business school faculty in the area of marketing research process, and the use of various advanced tools and techniques. The programme is designed to address this need. It broadly encompasses the entire research process from problem definition to report writing..



Faculty Development Programme On ADVANCED DATA ANALYSIS IN FOR MANAGEMENT RESEARCH (Dec 16-22, 2022) APPLICATION FORM

1. Name:
2. Sex: Male / Female (please tick)
3. Category Faculty / Industry / Research Scholar
4. Designation:
5. Name of the employer:
6. Official mailing address:
.....
7. Telephone No:
8. Mobile No:
9. Email:
10. Academic Qualifications:
11. Specialization:
12. Experience:
13. Nomination Fee Details:
Receipt Number & Date
Name of Bank and Branch
Amount

Signature of the Applicant with Date



**ABV-Indian Institute of
Information Technology and
Management, Gwalior**

**FACULTY
DEVELOPMENT
PROGRAMME
ON
ADVANCED DATA
ANALYSIS
FOR MANAGEMENT
RESEARCH
(Dec 16-22, 2022)
Organized by:
Department of Management
Studies**

**LAST DATE FOR REGISTRATION
Dec 12,2022**



FACULTY DEVELOPMENT PROGRAMME ON ADVANCED DATA ANALYSIS FOR MANAGEMENT RESEARCH

OBJECTIVE:

- Expose participants to a select set of multivariate statistical tools and data mining approaches that would aid in taking key management decisions in Industry.
- Provide participants an opportunity to gain experience in using State-of-the-art statistical software in concrete management situations.
- Introduce key concepts of data mining through lab to provide hands-on experience with most popular procedures for data mining in the familiar excel environment.

The objective of the workshop is to provide hands on experience to the participants in analysing and interpreting data using statistical software. The participants will learn about the use of various multivariate methods in research, how to design the study to collect data amenable for such analysis.

LEARNING OUTCOMES:

After attending the programme, participants should have a

- Conceptual clarity of the research process and methodology.
- Insights into different research design
- Familiarity with tools and techniques of management decision making approach.

FOR WHOM:

The participants to the programs could be the faculty members, project leaders, business analysts, research scholars who have a strong orientation towards research. Managers in charge of strategic marketing planning, product management, promotion and advertising, and marketing research in companies marketing consumer or industrial products or services could also participate.

CONTENTS:

- Research Methodology: Process, Design, Scaling, Sampling and Test of hypothesis.
- Multivariate Analysis: Multiple Regression, Discriminate Analysis, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis
- Structural Equation Modeling (SEM)
- Use of Probit and Logit Modeling in Marketing, Models for Pre-test Marketing, Classification and Partitioning, and Data Mining approaches.

RESOURCE PERSONS:

- Many leading resource persons from Industry and academic Institutes like IITM, IITs and IIMs will deliver the lectures.

PEDAGOGY:

The programme delivery will have a mix of lectures, demonstrations, interactive sessions, assignments and hands-on training on the latest version of IBM- SPSS-19.0, E-Views, LISREL and GRETAL. Participants are requested to bring their laptop during training for live exercises would be conducted. Study materials will be provided as part of the programme. Participants will be provided with the relevant industry example data sets for the purpose of analysts in order to facilitate the experiential learning.

PARTICIPANTS FEE:

- Academicians: Rs.10,000/-**
(Rupees Ten Thousand Only)
- Researchers: Rs.8,000/-**
(Rupees Eight Thousand Only)
- Industry Participants: Rs.12,000/-**
(Rupees Twelve Thousand Only)

Fee can be paid only through Bank transfer to Bank of India Morar, Gwalior. Details are as follows:
Account no. 945210110009380
IFSCCode: BKID0009462
Bank: MICR Code 474013003
Name of the Account: ABV-IITM, FDP Account.

The participation fee includes Lodging Working Lunch/ Dinner and Course materials. Accommodation on twin sharing basis will be provided in the Institute MDP Center.



Coordinators:

Dr. Manoj Kumar Dash
ABV-IITM, Gwalior
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ABV-IITM, Gwalior
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For Boarding, Lodging and Registration etc., Kindly Contact:

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Time-Table for FDP on Advanced Data Analysis for Management Research (Dec 16-22, 2022)

Date	9:00- 10:45 AM	11:00- 1:00	1:15- 2:00	2:00-3:45 PM	4:00- 5: 45	6:00- 8:00	8:00-9:00
16/12/2022	Registration and Inaugural	Trends and importance of Research in current scenario	Lunch	Research Designing and Research problem	Descriptive Analysis	Contribution of Research in academics	Dinner
17/12/2022	Hypothesis Testing : Concept	Parametric Test of Hypothesis	Lunch and Library Visit	Non Parametric test of Hypothesis	Use of Hypothesis in Research(on the basis of scaling and objectives of research)	Currents trends of Research in Marketing	Dinner
18/12/2022	Concept of Multivariate analysis	Exploratory Factor analysis	Lunch and Library Visit	Case study of Exploratory Factor analysis	Multiple Regression analysis	Case study of Multiple Regression analysis	Dinner
19/12/2022	Confirmatory Factor analysis	Case study of Confirmatory Factor analysis	Lunch and Library Visit	Structure Equation Modeling (SEM)	Case study of SEM	Visit to Gwalior Fort /Museum (For Light and Sound) And Market	
20/12/2022	Use of Dummy variables in Regression	Case study – Dummy variable Regression	Lunch and Library Visit	Probit Model	Logit Model	Currents trends of Research in HRM	Dinner
21/12/2022	Discriminate Analysis	Case study on Discriminate analysis	Lunch and Syndicate Exercise	Cluster analysis	Case study : Cluster analysis	Currents trends of Research in Finance	Dinner
22/12/2022	Multi- Dimensional Scaling	Case study of MDS	Lunch	Open Discussion	Closing Ceremony		