



Certificate Programme in
DATA ANALYSIS FOR
RESEARCH
AND
PUBLICATION

25th June - 1st July, 2018

Organized by :

ASIAN SCHOOL OF BUSINESS MANAGEMENT (ASBM)

www.asbm.ac.in



ABOUT ASBM

Asian School of Business Management, located in the lap of nature on the outskirts of Bhubaneswar, the capital city of Odisha, is an autonomous business school. Established in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore, ASBM has been benchmarked with the IIMs for providing quality management education. It offers the PGDM programme approved by AICTE, Ministry of HRD, Govt. of India with national accreditation of NBA. The quality parameters of the school have earned The University of Nottingham Malaysia Campus, Eastern Michigan University (USA), ACBSP (USA).

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM is also committed to research and development. By dint of continuous innovation in its approach for excellence, ASBM has been rated 'A+++ in the National Survey of Business India in December 2017, has received ETV Eduquest Excellence Awards 2015 as B-School of the Year for promoting Industry – Academic Interface, Top B-Schools of Eminence in 2016, Excellence in Education Award in 2013 & Top Institute of India' award in 2011 India by Competition Success Review, 19th position in India – Dainik Bhaskar Lakshya B-

School Survey, 2011, Best B-school in India Award by Deccan Herald in 2008, B-school Leadership Award by 16th Business Schools Affaires & Dewang Mehta Foundation in 2008. The Institute has also been rated highest on governance parameter, along with IIM Ahmadabad for three consecutive years by Indian Management best B-School Survey.

To realize its vision to set the best standards for management education and business leadership, ASBM has entered into coveted MoU with internationally reckoned centers of learning and for student exchange programme with it global accreditation by Accreditation Council for Business Scholars and Program (ACBSP), USA, Management Development Institute of Singapore (MDIS), Singapore, Metropolitan State University, (USA), Westcliff University, California, (USA) St. Cloud State University, Minnesota USA), California State University, San Bernardino (CSUSB-USA), Universidad Argentina de la Empresa (UADE), Buenos Aires, Argentina and North Carolina Central University (NCCU-USA).

INTRODUCTION

Research is one of the essential functions of higher education. Good research can be noticeable only if the knowledge workers are well trained and capable enough to conduct independent research. Quality of publication will ultimately depend on the quality of research. With the passage of time, research as an activity has been hit by lack of satisfactory infrastructure, resource constrictions, lack of motivation and a few other factors that do not reassure the research scholars to feel comfortable and start discussions about it. Among all other issues related to research, training of the researchers is the most crucial one. The researchers often depend upon the supervisor/guide for even finding a suitable research problem. They also find it difficult to proceed further independently. To improve this situation there is a need for providing training on research methodology to the young scholars. The present workshop is an endeavor in this direction.

Asian School of Business Management (ASBM) has taken a step forward in organizing a week long workshop on research methodology to support research scholars in all conceivable way so that they can feel self-confident and assured while adventuring in their research journey. This workshop will specifically focus on data analysis required for research and publication



OBJECTIVES OF THE WORKSHOP

- To help the participants in selecting the right statistical tools out of the basket of tools available
- To make participants practice on SPSS & AMOS.
- To learn how to write a research paper

WHO SHOULD ATTEND?

Scholars, pursuing their PhD/M.Phil./Masters program in the area of Management / Economics or Social and Agricultural Science, Faculty members, and corporate executives interested in research and publication.

TOPICS TO BE COVERED

Research Problem Identification

Scale Development and Sampling

Questionnaire Development

Hypothesis Development

Coding of Data & Data Transformation

T, Z & F Test / Chi Square & Cross Tab

Multivariate Data analysis: Regression, Discriminant, Multidimensional Scaling, Exploratory & Confirmatory Factor, Cluster Analysis.

Path Analysis & Structural Equation Modelling

**Writing a Research Paper
Exposure to Software: SPSS & AMOS**



PEDAGOGY

The workshop will employ a holistic model in order to groom each participant in the area of research methodology and data analysis. A Combination of Expert Lectures, Hands on Training Sessions along with demonstration of the use of software via projector will be used.

Lectures

Presentations

Software

Discussion on Research Paper

GUIDELINES FOR PARTICIPATION

- 1) Total of 30 participants will be enrolled on 'first come first served' basis.
- 2) The last date for registration 20th June, 2018.
- 3) No TA/DA will be paid for attending the Workshop.
- 4) Fee once submitted will not be refunded. However, substitute nomination of candidate from the same organization is acceptable.
- 5) Participants are requested to bring their individual laptops for practical sessions.
- 6) Deliverables by ASBM- Kit, lunch, tea and snacks, course material, certificate and photograph.
Additional- Accommodation, bed tea, breakfast and dinner for resident participants.
- 7) Registration Fee :
 - * Day Scholars (No accommodation)- Rs. 3,500/-
 - * NonAC Single Accommodation in student hostel - Rs. 6,000/-
 - * Accommodation in Guest House (AC-Twin sharing)- Rs. 8,000/-
 - * Limited accommodation available in guest house on 'first come first served' basis.

MODE OF PAYMENT

Registration fee is to be made through Crossed Demand Draft payable at par, drawn in favour of "ASIAN SCHOOL OF BUSINESS MANAGEMENT" payable at Bhubaneswar.

Fee can also be submitted/ transferred through online

NAME OF THE ACCOUNT: "ASIAN SCHOOL OF BUSINESS MANAGEMENT"

Payable at Bhubaneswar.

BANK NAME :

STATE BANK OF INDIA

BRANCH NAME – IDCO Tower, Bhubaneswar

ACCOUNT NUMBER :

33605257978

IFSC CODE :

SBIN0004414



COORDINATORS

Dr. Padmanava Mohapatra

Assistant Professor (Finance)

ASBM, Bhubaneswar.

E-Mail - padmanav.mohapatra@asbm.ac.in

Mobile - 9861296396

Dr. Prakash Chandra Dash

Assistant Professor (Marketing)

ASBM, Bhubaneswar.

E-Mail - prakash.dash@asbm.ac.in

Mobile - 9937145424