

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 (July 23-29, 2012) 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 (July 23-29, 2012)

**Funded by AICTE New Delhi*

IMPORTANT DATES

Last date for registration: July 6, 2012
Intimation of acceptance: July 7, 2012

**Approval is awaited*

www.iiitm.ac.in



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.4,000/-**
(Rupees Four Thousand Only)
- Researchers: Rs.2,500/-**
(Rupees Two Thousand Five Hundred Only)
- Participants from Industry: Rs.6,000/-**
(Rupees Six Thousand Only)

Fee can be paid only through Bank transfer to Bank of India Morar, Gwalior
.Details are as follows:

Account no. 945210110009380
IFSCCode: BKI D0009452 Bank: MICR Code 474013003
Name of the Account: ABV-IIITM, 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
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ABV-IIITM, Gwalior
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Mr. Soumen Majumdar (Industry Expert)
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For Boarding, Lodging and Registration etc., Kindly Contact:

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Email: researchdash@gmail.com

Time-Table for FDP on Advanced Data Analysis for Management Research (July 23-29, 2012)

| Date | 6:30 AM 7:30 AM | 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 | 9:00 PM on-wards |
|------------|--------------------|--------------------------------------|---|-------------------------------------|---|--|--|-----------|--|
| 23/07/2012 | | 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 | Abuse of Statistics |
| 24/07/2012 | Yoga | 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 | Thesis Report : Empirical analysis and issues Discussion |
| 25/07/2012 | Yoga | Concept of Multi-variate analysis | Exploratory Factor analysis | Lunch and Library Visit | Case study of Exploratory Factor analysis | Multiple Regression analysis | Case study of Multiple Regression analysis | Dinner | References Manager: Software |
| 26/07/2012 | Yoga | 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 | | |
| 27/07/2012 | Yoga | 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 | Research paper discussion |
| 28/07/2012 | Yoga | Discriminate Analysis | Case study on Discriminate analysis | Lunch and Syndicate Exercise | Cluster analysis | Case study : Cluster analysis | Currents trends of Research in Finance | Dinner | Debate: Research issues industrial v/s academics |
| 29/07/2012 | Yoga | Multi- Dimensional Scaling | Case study of MDS | Lunch | Open Discussion | Closing Ceremony | | | |

Venue: Management Development (MDP) Centre, Training Hall-1 and Syndicate Hall-1