

5 DAYS

Faculty Development Program

Research Methodology & Firsthand Experience

ON



24 - 28 July, 2021, 9AM to 4PM

ORGANIZED BY
School of Business, Sushant University

About **Sushant University**

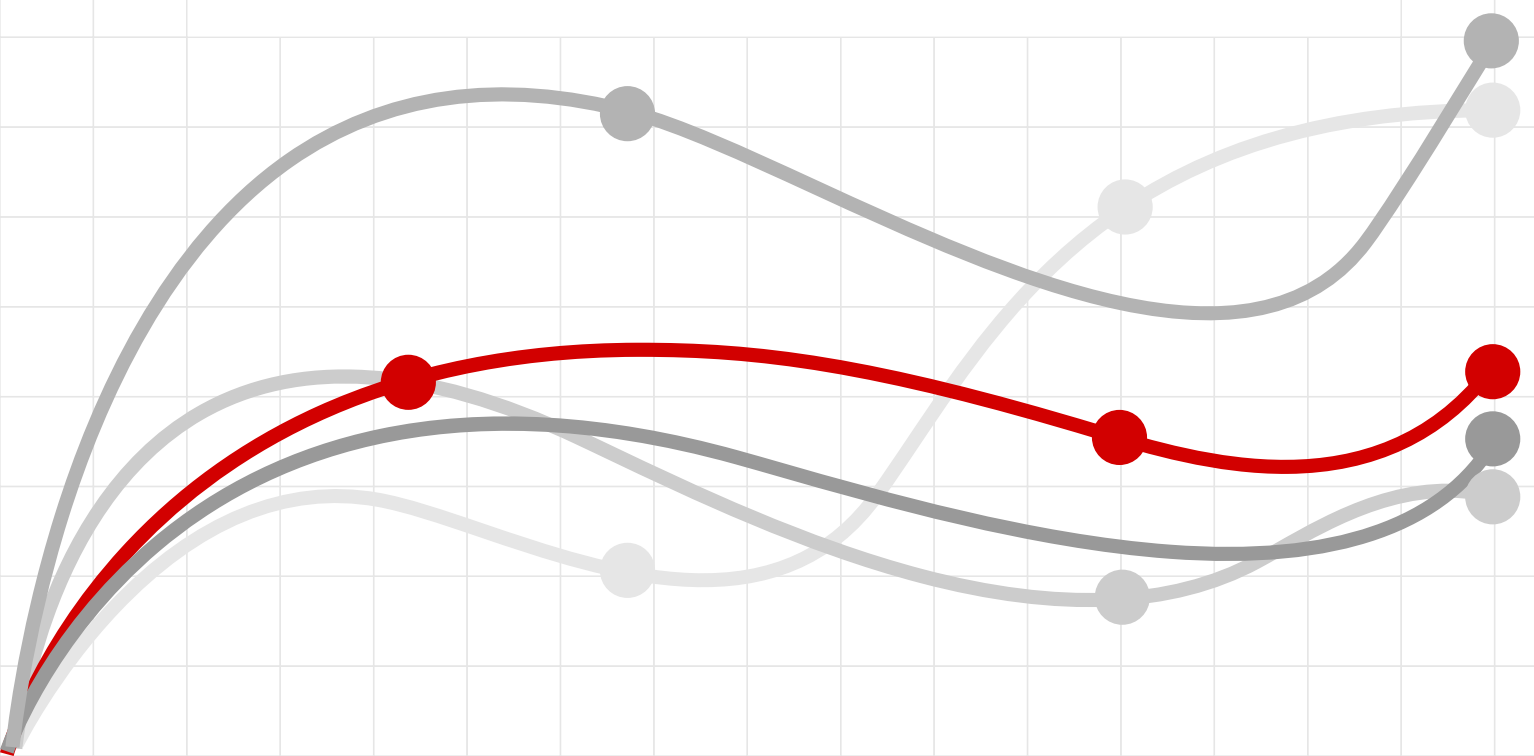
Sushant University was established in 2012 under the Haryana Private Universities Act 2006. Located in the heart of Gurugram, India's largest hub of National and Fortune 500 companies. We have eight schools offering programmes in Architecture, Design, Law, Management, Hospitality, Engineering, Health Sciences and Planning & Development. Sushant University has been awarded the National Education Excellence award "Best Private University in Northern India 2017" along with "CSR Excellence in Education" award for 2 consecutive years i.e. 2017 and 2018.

About **School of Business**

School of Business (SOB), Sushant University, the epitome of excellence, created dynamic industry leaders who are a force to be reckoned with. SOB, being one of the Top Business Schools in India, has an inspiring environment that combines academic excellence, global focus and an exceptional diversity of perspectives. The school offers undergraduate and postgraduate management programmes of international repute. Over the years, the school has delivered highly acclaimed courses that enable students to achieve their goals in their careers. SOB in collaboration with Warwick University offers a plethora of opportunities to expand the horizon globally. With an incredibly acclaimed faculty, SOB is the Best B School in India, owing to its hands-on approach that hones students' skills, sharpens their mind and gets them ready for the industry.

About the **Faculty Development Program**

The aim of the FDP is to bring together researchers and doctoral students who want to employ advanced models in their research. It aims to provide a platform for discussing various topics related to cross sectional data and their applications. This FDP will provide hands-on experience for in-depth understanding of statistical tools and its application to Marketing/HR/ Finance and allied areas. The participants will get good training through different software packages. This FDP will be conducted in a highly interactive manner, with greater emphasis on giving participants hands-on experience in handling, analyzing and interpreting different datasets.



Who should attend?

- Ph.D. scholars, researchers, BS, MS, MPhil students who are working on theses, and wish to develop their data analysis skills.
- Faculty seeking direction on supervising research
- Entry-level and mid-career professionals working in the development sector
- Professionals (interested in research and working on research projects)
- Any person interested in quantitative research

Certificate of Participation

On the successful completion of the program, each participant shall receive a Certificate of Participation.

Nomination

Only 35 participants will be accommodated in this FDP

Pedagogy

SPSS software (trial version) must be installed in the laptops by participants. All concepts will be explained with the help of Data Sets with the application of SPSS and decoding of interpretations. Exercises are also included for practicing the discussed concepts and applications. Participants are encouraged to bring their live data and queries for discussion and solutions. It is mandatory for all participants to carry their laptops fully charged (along with the charger)



Topics to be Covered/ schedule

DAY 1

9:00 AM to 11:00 AM: Introduction to Research Process, Types of Research, Data and Variables

11:00 AM to 11:30 AM: BREAK

11:30 AM to 01:00 PM: Formulation of Objectives, Hypothesis and Model formulation, Importance of Control Variable

01:00 PM to 02:00 PM: BREAK

02:00 PM to 04:00 PM: Concept of Measurement: Metric & Non Metric Pathway to Statistical Analysis (Choosing appropriate Statistical techniques)

DAY 2

9:00 AM to 11:00 AM: Importing (Excel/SPSS/Stata/SAS) File and Exporting Results, Selecting part data from file

11:00 AM to 11:30 AM: BREAK

11:30 AM to 01:00 PM: Univariate Analysis: Descriptive, Deviations, Skewness, Kurtosis and Normality

01:00 PM to 02:00 PM: BREAK

02:00 PM to 04:00 PM: Contingency Table and Chi-square Test

DAY 3

9:00 AM to 11:00 AM: Graphical Representation: Univariate charts and Bivariate charts

11:00 AM to 11:30 AM: BREAK

11:30 AM to 01:00 PM: Hypothesis Testing (t-test, ANOVA)

01:00 PM to 02:00 PM: BREAK

02:00 PM to 04:00 PM: Mann-Whitney test and Wilcoxon signed- Rank

DAY 4

9:00 AM to 11:00 AM: Kruskal -Wallis and Chi Square.

11:00 AM to 11:30 AM: BREAK

11:30 AM to 01:00 PM: Karl Pearson's Correlation and Partial Correlation

01:00 PM to 02:00 PM: BREAK

02:00 PM to 04:00 PM: Regression: Simple & Multiple, Hierarchical, Stepwise

DAY 5

9:00 AM to 11:00 AM: Factor Analysis, Various Statistics of Factor Analysis

11:00 AM to 11:30 AM: BREAK

11:30 AM to 01:00 PM: Research Ethics and Publication

01:00 PM to 02:00 PM: BREAK

02:00 PM to 04:00 PM: Research Communication

Resource Persons



Dr. Milind: Dean of SOB, Sushant University

Prof. Milind has two decades of rich academic and corporate experience. He has recently moved from Professor & Principal- College of Management and Technology NSHM Knowledge Campus Durgapur and Kolkata. Dr. Milind worked for corporate house Tata, Ministry of Tourism Government of India and International education organisation University of Huddersfield, U.K. He is Certified from CMI-Chartered Management Institute U.K. Level-5 Certificate in Management and Leadership.

Dr. Naveen Nandal: Assistant Professor, Sushant University

Dr Naveen Nandal is a research-oriented academician who is not only a good researcher but also an excellent teacher. A PhD holder in Management and a Masters Degree in Marketing and HR, she has a good grasp of multivariate data analysis using advanced statistical software. With 6 Years of experience in academics and research, Dr Nandal has published various books and research papers in Scopus and web of Science Journal. She has also assisted in major UGC project. Dr Nandal is an alumna of Guru Gobind Singh Indraprastha University, formerly Indraprastha University, New- Delhi.



Dr. Azizuddin Khan: Professor, IIT Bombay

Dr. Azizuddin Khan is Working as Professor at Indian Institute of Technology Bombay, India. His research areas include Developmental Neuropsychology, Education and Child Development, Eyewitness Testimony, Cognitive Ergonomics, EEG/Event Related Potential, Working Memory and Prospective Memory and Developmental Dyslexia. he has also written various papers in national and international journals.

Dr Shantanu Ganguly: Chief Librarian, AIIMS

He is the Chief Librarian at All India Institute of Medical Sciences (AIIMS). He has experience and expertise in Project Management, Knowledge Management, Research Mapping, Research Data Management, Capacity Development, and Digital Marketing. He is a professional having exceptional intellectual capabilities with over 28 years of experience in Knowledge Management, Capability Management/Building Project Management, Reporting & Documentation, Change Management, Resource Management, and much more.



Dr. Naveen Das: Chancellor Adamas University, Kolkata

He has academic experience spanning more than two decades. He has been the Founding Dean and Director, IBS Business School, Hyderabad and Kolkata, Associate Director, Indian School of Business, Hyderabad, and Director, NSHM Knowledge Campus, Kolkata. Passionate about teaching, training and advising students for career, Dr. Das is also an effective institution-builder. Dr. Das has a B.Tech (Hons.) from IIT Kharagpur, PGDM from IIM Calcutta, and PhD from NLU Jodhpur.

Dr. Nadeem Luqman: Associate Professor, Sushant University

Mr Nadeem is an Educator, with due experience of teaching students of Bachelors, Masters and Research based programs. He is Experienced in conceptualizing, designing research based assignments and supervision of the research work performed by students and peers. He has been Authoring, co-authoring and reviewing various research based publications.



Registration Fees

The Registration fees for each participant is INR 1500 per person. Discount of 10% on group registration.

Register here: <https://bit.ly/SU-FDA-Jul21>



Mode of Payment

Beneficiary Name: ANSAL UNIVERSITY
A/C No.: AUCODE0000FDPSPSS2021
Bank Name: YES BANK LTD.
IFSC: YESBOCMSNOC
In IFSC: (5th Digit is 'Zero' & 2nd last digit is alphabet 'O')

CHIEF PATRON

Dr. DNS Kumar
Vice Chancellor,
Sushant University

PATRON

Dr. Milind
Dean of SOB
Sushant University

PROGRAM COORDINATORS

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All queries may be sent to **the program coordinators**

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