

Registration

There is registration fee of Rs 500/- (Five Hundred) which will be refunded after completion of workshop. Fees can be paid either as Demand Draft or NEFT. The applicants are required to send scanned copy of filled form and payment receipt at mba@ljinstitutes.org on or before 18th March 2019. The Participants will be selected on 'First-come-first serve basis'.

Bank Details

Bank Name: Axis Bank Ltd
Account Name: L.J. Institute of Management Studies
Bank A/c No: 297010100020253
IFSC Code: UTIB0000297

Accommodation and Transportation

Accommodation will be provided for outstation participants if indicated in the registration form. Transportation allowance will be given as per GTU norms.

Important Dates

Last date for submitting the application: 18th March 2019
Confirmation of Participation: 20th March 2019

For further details please contact:

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AICTE-GTU Jointly Sponsored Faculty Development Programme On

Multivariate Data Analysis using SPSS & AMOS Date: 25th to 29th March 2019

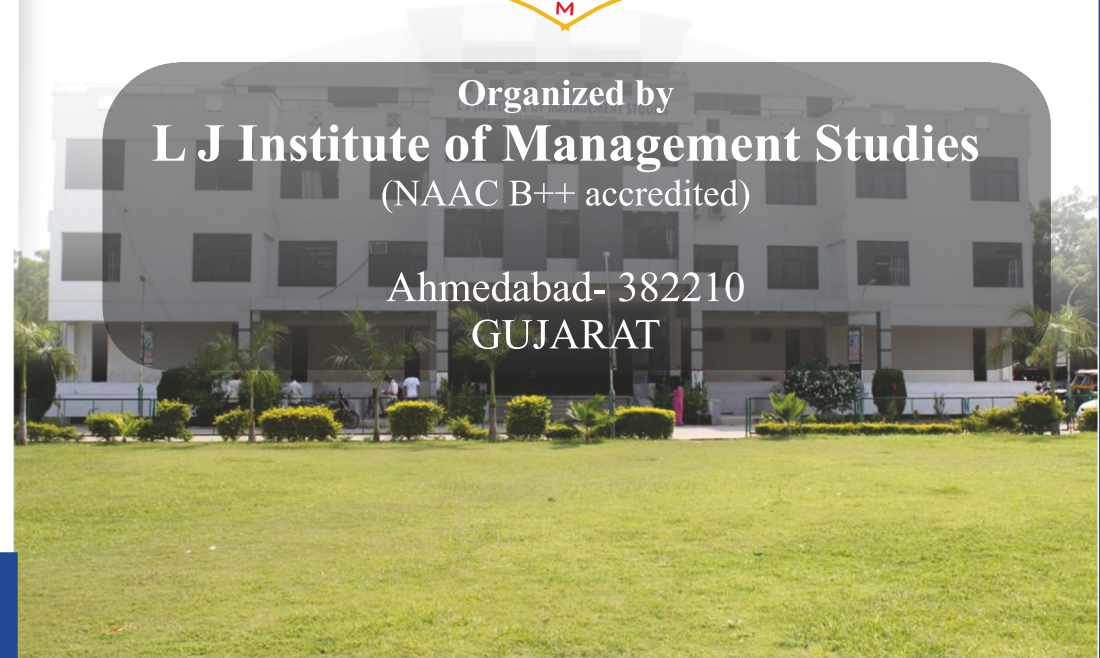
Prof. (Dr) Navin Sheth
Chief Patron (Vice Chancellor),
Gujarat Technological University

Dr. J. C. Lilani
Convener (Registrar (I/C))
Gujarat Technological University



Organized by
L J Institute of Management Studies
(NAAC B++ accredited)

Ahmedabad- 382210
GUJARAT



About LJMBA

L.J. Institute of Management Studies (LJIMS) was established in the year 2001 under the aegis of Lok Jagruti Kendra Trust as an AICTE approved postgraduate institute of Gujarat Technological University imparting a two year full time MBA program. The programme is known as LJMBA.

The institute is working with the vision to become a key player in management education and corporate development by promoting creativity, scholarship, innovation and excellence. LJMBA will endeavour to create dynamic professionals equipped with conceptual clarity, practical knowledge, efficient soft skills, self confidence, innovativeness and ethical concern.

With total intake of 420 students, LJMBA is one of the largest B School in Gujarat, offering specializations in Marketing, Finance and Human Resources. Till date, 17 batches have passed out from LJMBA and having alumni strength of more than 5000.

About the Programme

A comprehensive knowledge about statistical analysis is especially important for academicians to pursue their research aspirations and to achieve success at workplace. In spite of enormous amount of available data, a thorough understanding and application of appropriate statistical tools, is the most critical factor in conducting research.

The FDP is intended to develop participants into competent users of statistical software's and to enable them to conduct independent data analysis for their research work and academic guidance to students. The programme is designed to cover all relevant aspects of statistical data analysis including basics of research methodology, data preparation, validation and advanced statistical techniques. It would provide the participants good experience in interpreting output from widely used software packages like SPSS and AMOS. The Course structure will be a perfect mix of theory and applications, so that the participants not only develop an understanding to interpret different software's output but also assimilate knowledge on the underlying assumptions and theory behind the outputs.

Potential Beneficiaries

The programme will be useful to faculties in the area of Management/Commerce/Economics to improve their understanding on statistical concepts. It will be important for the faculty members who are pursuing their Ph.D and/or post Doctoral research in particular and any faculty doing research in general for further career advancement.

Objectives

- Understand the basic principles and concepts of research methodology
- Understand the criterion of selection of appropriate statistical technique for analysis.
- Develop an understanding of basic concepts of statistics in hypothesis testing.
- Understand the concepts and application of various multivariate statistical techniques
- Understand the basic concepts, techniques and tools associated with Structural equation Modeling (SEM).
- Demonstrate different outputs of data analysis through statistical software (SPSS and AMOS)

The Course Outline

- Basic concepts of research methodology
- Criterion for choosing the right statistical test
- Descriptive Statistics using SPSS
- Summarizing the data using Charts
- Hypothesis testing –Chi Square, One sample and paired t test
- Analysis of Variance (ANOVA)
- Correlation and Multiple response analysis
- Logistic Regression
- Conjoint Analysis
- Exploratory factor Analysis using SPSS
- Confirmatory factor analysis using AMOS
- Checking validity and reliability of Scale
- Structure Equation Modeling (SEM)

Resource Persons

Dr. Rajneesh Krishna is Associate Dean and a Professor in Strategic Marketing at MICA. Armed with a Ph.D. from IIT Bombay, Dr. Krishna joined Mudra Institute of Communications, Ahmedabad in 2000 as an Associate Professor. He has been since held various teaching and institution building roles at MICA. His teaching interests are in the domain of Consumer Behavior, Marketing Research and Statistical Methods of Data Analysis. Prof. Krishna has published in various refereed journals and has also written a book on Consumer Behavior, which has been published by the Oxford University Press.

Dr. Bhavesh Vanpariya has been the resource person and recognized guide of Ph.D. and M.Phil. Course. His areas of interest include Service Marketing, Strategic HRM, Research Methodology, Quantitative Analysis, Cognitive Science, Neuromarketing and Behavioral Science. He has conducted many workshops, seminars and FDPs on Research Methodology and Quantitative analysis. He is on the editorial boards of many prominent international journals. He is a member of International Association of Academicians and Researchers and Research Associate of Matrix Consultancy (I) Limited, Pune.

Dr Vipul Patel, a Doctorate in management, holds master degree in management and bachelor degree in engineering. He had published twenty one research papers in national and international journals; magazine, edited books and conference proceedings. Currently, working as Associate Professor and Course Coordinator at VU-GNU Center for Excellence, Victoria University. He has delivered many expert sessions in data analysis using SPSS, AMOS and R Programming in various FDPs organized by various prestigious organizations.

Dr. Anitha Sunil is a faculty with L.J. Institute of Management Studies with a teaching experience of 14 years, in the area of quantitative analysis. Her areas of interest include Service Marketing, Research Methodology, Quantitative Analysis and Operations Management.

Eligibility Criteria

Faculty member from AICTE approved institution affiliated with the GTU are eligible to participate.



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Email: mba@ljinstitutes.org Website: www.ljinstitutes.org

Faculty Development Programme – 25th to 29th March 2019
Multivariate Data Analysis using SPSS & AMOS

REGISTRATION FORM

Name: _____

Designation: _____

Institute (with GTU code) : _____

Address for Communication: _____

Highest Qualification _____

Telephone (O) _____ **(M)** _____

E-Mail: _____

Payment Details:

Name of the Bank and Branch _____

Transaction ID _____

Date of the Transaction _____

Do you require accommodation? Yes _____ **No** _____

Signature of the Participant: _____

Date: _____