

Objective of Workshop

- To provide an understanding of the identification of research problem and research design.
- To develop an understanding of qualitative and quantitative research methods.
- To give exposure to updated statistical software SPSS and R for data analysis.
- To develop an understanding of parametric and non parametric test.
- To provide learning of Bibliometric Analysis using R software.
- To develop an understanding of plagiarism, research and publication ethics.

Pedagogy

- Application Based Learning
- Demonstration Sessions
- Hands-on Practice (*Practice data will be provided)

Course Contents

- Overview of Research Methodology
- Data Entry, Validation of Data & descriptive Analysis
- Hypothesis testing like t-tests and Chi-square tests.
- Parametric & non - parametric univariate tests, analysis of variance & regression,
- Factor Analysis, Conjoint Analysis, Cluster Analysis, Discriminant Analysis and Perceptual mapping using Factor and MDS through data analysis.
- Structural equation modelling (SEM)

Please Note

- Seats will be confirmed against the full payment.
- Kindly download the trial version of SPSS and R before the workshop.
- All participants are to carry their laptops fully charged (along with the charger).
- Participants will receive certificate on successful completion of workshop.

Workshop facilitator

Dr. Rajlaxmi Srivastava
Coordinator FOCM, United University

Workshop Convener

Dr. Lovely Srivastava
Assistant Professor FOCM, United University
Dr. Priyanka Kochhar
Assistant Professor FOCM, United University
Dr. Madhulika Singh
Assistant Professor FOCM, United University

Workshop Co-Convener

Mr. Rajat Singh
Assistant Professor FOCM, United University

Address of Correspondence

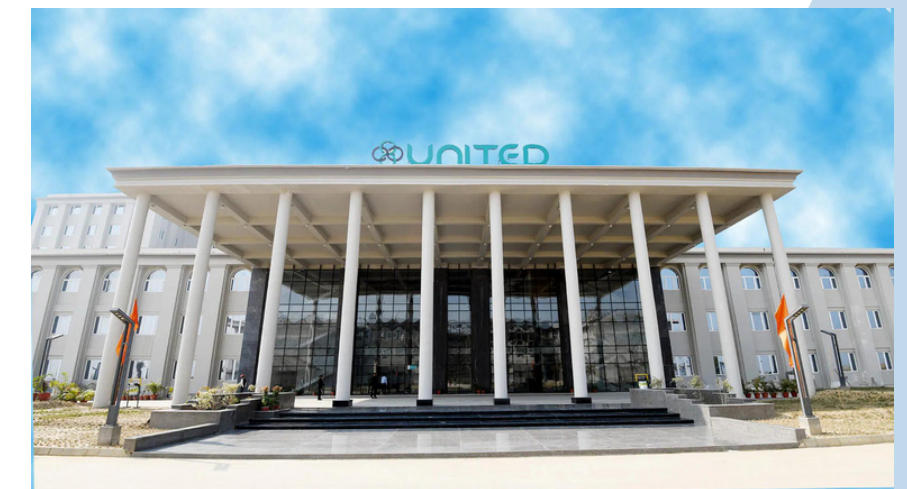
Faculty of Commerce and Management
United University, Prayagraj

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One Week Workshop On Research Tools (SPSS and R) 26th June-2nd July 2023



**Organized by
Faculty of Commerce and
Management
United University,
Prayagraj**

About University

United Group was established in the year 1998 and has had a glorious journey of 32 years in the field of education. United University is approved by the State Government under the Private University Act. It is a newly emerging, multidisciplinary University set up to facilitate quality research and training with the launch of its courses across the academic spectrum spanning Arts, Sciences, Commerce, Engineering, Management, Agriculture, Mass Communication, Law, etc. United University is at the forefront of learning, teaching and research in various fields and envisages providing education par excellence and contributing towards empowering the nation by producing skilled professionals.

About Department

Faculty of Commerce & Management is a research-driven vision of United University that paves a way forward to academic excellence. At United University, the multi-faceted and scholarly faculty members have core industry backgrounds embedded with knowledge and experience to run the programs focusing on student's practical managerial skills, analytical skills, communication skills and business skills.

Resource Person

1. Professor Gyan Prakash Singh

Department of Statistics, BHU, Varanasi

2. Professor Dhaval Maheta

Department of Business & Industrial Management,
Veer Narmad South, Gujrat University, Surat

3. Dr. Rajhans Mishra

Associate Professor
Information System, IIM Indore

4. Dr. Shailesh Kaushal

Associate Professor
Department of Management, Lucknow University

5. Dr. Vibhuti Tripathi

Associate Professor
School of Management Studies, MNNIT Allahabad

6. Dr. Ravindra Tripathi

Associate Professor
Department of Humanities & Social Sciences
MNNIT Allahabad

7. Dr. Rajlaxmi Srivastava

Associate Professor
FOCM, United University, Prayagraj

8. Dr. Sandeep Kumar Kesarwani

Associate Professor
FOCM, United University, Prayagraj

9. Dr. Ravi Kumar Singh

Assistant Professor, BHU Varanasi

How to Apply

Click on the link or scan QR code for Registration and Fees payment
<https://tinyurl.com/UU-ResearchTools>.



Last date of Submission of Application Form and Fees: 15th June 2023.

Maximum number of Seats: 60

Registration Fee

The registration fees for the participants are:

1. Rs. 2500/- for Industry persons and Faculty Members working in Universities/ Colleges/ Research institutes.
2. Rs. 1500/- for Research scholars.
3. Rs. 500/- for PG students.

Accommodation, Travel, Support and Food

No accommodation and travel support shall be provided to the participants. However, humble working lunch (veg), tea and snacks shall be provided during the workshop.