

Resource Persons

Dr.K.R.Shanmugam,Professor
Madras School of Economics
Chennai.

Dr.G.Ramasundaram
Associate professor
St.Joseph's College of Engineering
Chennai.

Dr.R.Kasilingam,Reader
DMS,SOM
Pondicherry University

Dr.R.Venkatesakumar,Reader
DMS,SOM
Pondicherry University

Chief Patron

Prof.CHANDRA KRISHNAMURTHY

Vice - Chancellor, Pondicherry University

Patron

Prof.M.RAMADASS

Director of Studies, Pondicherry University

Chairman

Prof.R.P.RAYA

Dean
School of Management
Pondicherry University.

Convener

Dr.T.NAMBIRAJAN

Professor & Head
DMS
Pondicherry University.

Coordinators

Dr.R.KASILINGAM,

Reader,DMS,SOM
Pondicherry University.
Tel : 0413 2654793
Mob : +91 98401 79939
Email: kasimeena@gmail.com

Dr.B.RAJESWARI,

Asst.Professor,DMS,SOM
Pondicherry University.
Mob : +91 98944 22926
Email: raajeebster@gmail.com

For Further details contact Co-Ordinators

PONDICHERRY UNIVERSITY

(A CENTRAL UNIVERSITY)

SCHOOL OF MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES



A Four Day National Level workshop on

RESEARCH TECHNIQUES

AND

DATA ANALYSIS

Date: September 19 to 22, 2013

Venue: Seminar Hall I, SOM

Pondicherry University



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About The University

A Central University, established through an Act of Parliament in 1985. The Campus is covered over 780 acres of land with lush green tropical vegetation; and its entire campus is Wi-Fi enabled. It has emerged as India's fastest expanding central university crossing growth market of 300% during the last four years. It has about 5000 students representing 33 states of the country and abroad, and over 450 highly qualified faculty from across the country. It has a state of the art Library with remote access to over 31000 digital information resource through a dedicated library portal (www.Pondiuni.edu.in).

Pondicherry University was the first university to adopt the CBCS and Semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university is growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National institutions and International universities for exchange of faculty and students.

Department of Management Studies

Department of Management Studies (DMS) which had its inception since 1986, focuses on management education and deep understanding of business aims to craft excellent business leaders who can make a remarkable difference to the organizations and also to the society.

Credentials

- * Recipient of STAR NEWS outstanding B-School (South) of the year 2010.
- * Rated #6 among Top B Schools in South India by Indian Express, 2010.
- * Rated 19th in the category of Top B-Schools of excellence in India (CSR-GHRDC) 2010.
- * Rated #1 in the category of Top B-Schools considering the fees paid by students (CSR-GHRD Survey, 2008).
- * Apporved by the AICTE.
- * Accredited by NAAC.
- * Rated #3 in the country among the Govt.University B-Schools (CSR-GHRD) Survey,2009.

Program Objective

To give hands-on training to faculty members and research scholars from different colleges and universities, on usage of various research tools using softwares such as MS Excel, SPSS, AMOS, LISREL, Limdep, Frontier and eViews.

Focus of the Workshop

To impart necessary skills and update the participants in various areas of research by focusing on different research tools such as,

- ~Hypothesis based analytics, Chi-Square, ANOVA, Non Parametric Chi-Square, T-Test, Paired T-Test, Correspondance Analysis and Correlation-Partial Correlation.
- ~Predictive Analytics - Simple linear regression - Multiple linear regression.
- ~Multivariate Analytics - Factorial ANOVA, MANOVA - Factor Analysis-Cluster Analysis - Discriminant Analysis, Multi Dimensional Scaling, Structural Equation Modeling, Neural Networks, Conjoint Analysis, Efficiency Analysis and Time Series Modeling.

Target Group

The program would be beneficial for academicians, research scholars and corporate executives. Only 60 Participants will be selected based on first come first serve basis.

Deliverables: The participants will understand when to use, how to use different tools and they will be trained to write the interpretation of result obtained.

Registration

The payment will be collected in the form of Demand Draft payable at Pondicherry in favour of The Finance Officer, Pondicherry University.

Workshop Fee : 2000/-

(Full time Scholars & Faculty members of Pondicherry Univeristy are exempted from registration fee but they have to pay Rs.1000/- for the kit, refreshment and Lunch.)

Check for availability of seats before making demand draft(DD).

Kit will be given to the participants which will contain prepared Material, Plastic holder, Pen and Writing Pad.

Date : 19 to 22 September,2013.

Venue: Seminar Hall I, Lecture Hall Complex, SOM, Pondicherry University.

Note: Every one must bring their own laptops and accomodation will not be provided.