



**BGU**  
**BIRLA GLOBAL**  
**UNIVERSITY**



**FACULTY DEVELOPMENT PROGRAMME ON MULTIVARIATE  
DATA ANALYSIS TECHNIQUES**

Organized by

**Birla Global University (BGU)**  
**Bhubaneswar, Odisha**

4-10 JUNE, 2018

**BIRLA GLOBAL UNIVERSITY (BGU)**

IDCO Plot No. 2, Institutional Area, Gothapatna

Bhubaneswar – 751029, Odisha, INDIA

Tel: 0674 – 7103001/9583312434

## ABOUT THE BIRLA GLOBAL UNIVERSITY (BGU)

Birla Global University is a self-financed private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015 with its main campus spread over an area of nearly 30 acres of land in Gothapatna village under Bhubaneswar city limits. As per the Act the management of the university is carried out by a Board of Governors headed by Smt. Jayshree Mohta, Chairman, Birla Academy of Art & culture being the main promoter of Birla Global University. However, Honorable Governor of Odisha is the Chancellor of the University.



The University has been established with a goal to be the best destination for aspiring new-gen managers. It is committed to redefine 'quality' in management education with state-of-the-art facilities, best of the infrastructures and finest of faculty members. Presently, the University operates with four schools i.e., School of Management offering MBA and BBA (Honours), School of Communication offering MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC), School of Commerce offering M.Com & B.Com, School of Social Sciences & Humanities offering MA in Economics.

The university plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and Research programmes. In fact, the core strength of the university is its commitment towards research and development. The university, this way, aims at catering to the need of the young mass of the country and to take Odisha to the global arena in the sphere of higher education.

## INTRODUCTION

Knowledge creation and dissemination through research is one of the essential functions of the advanced education. Apart from generation of new knowledge universities have greater responsibility of training the intellectual mass who can contribute in all spheres of the humanity. So good research can only be noticeable if the knowledge workers are well trained and capable enough to conduct independent research. With the passage of time, research as an activity has been hit by lack of satisfactory infrastructure, resource constrictions, lack of motivation and a few other factors that do not reassure the research scholars to feel comfortable and start discussions about it. Among all other issues related to research, training of the researchers is the most crucial one. The research students' often depend upon the supervisor/guide for even finding a suitable research problem. They also find it difficult to proceed further independently. To improve this situation there is a need for providing training on research methodology to the young scholars. The present workshop is an endeavor in this direction.

Birla Global University (BGU) has taken a step forward in organizing a week long workshop on research methodology to support research scholars in all conceivable way so that they can feel self-confident and assured while adventuring in their research journey.

## PROGRAMME OBJECTIVES

The primary aim of the workshop is to provide participants with insights and tools to conduct relevant research that would aid managerial decision making and contribute to the body of knowledge in their various areas of interest. The workshop is premeditated in such a manner so as to impart knowledge to integrate qualitative and quantitative approaches in research and orient the young researchers to new advance techniques for rational and scientific research. The workshop will help the participants acquaint themselves with the dynamic trends of research Methodology to shape their research work in the right direction.

### The key highlights of the Workshop are:

1. To provide a forum to exchange views, ideas & the latest innovations in the field of multivariate data analysis.
2. To offer learning on basics, emerging trends & challenges in the field of Data analysis
3. To improve faculty's/Researchers ability in carrying out research, testing & consultancy in the area of Multivariate data analysis.
4. To provide hands-on training using different statistical software's to undertake research in the field of management.

## PEDAGOGY

The workshop will employ a holistic model in order to groom each participant in the area of research methodology and data analysis. A Combination of Expert Lectures, Hands on Training Sessions along with demonstration of the use of software via projector will be used.

- Lectures
- Presentation
- Software
- Discussion of Research Paper

## WHO SHOULD ATTEND??

- Faculty Members from Management & Related Areas
- Ph. D Research Scholars
- Research Scholars form Corporate World

## CONTENT OF THE PROGRAMME

### First Day on 4th June 2018 - Monday

- Formulation of Research problem
- Sources of literature and Literature Review

## CONTENT OF THE PROGRAMME (Contd.)

### Second Day on 5th June 2018-Tuesday

- Basic Understanding of Data
- Data and variable screening
- Introduction to SPSS.

### Third Day on 6th June 2018- Wednesday

- Hypothesis Testing
- Chi-square and ANOVA
- Regression Modeling

### Fourth Day on 7th June 2018- Thursday

- Regression Modeling

### Fifth Day on 8th June 2018- Friday

- Getting Started with Amos
- Regression Results in SPSS and AMOS

### Six Day on 9th June 2018-Saturday

Confirmatory factor analysis

### Seven Day on 10th June 2018-Sunday

- Working on SEM
- Valedictory Session
- Certificates Distribution to Participant

## GUIDELINES FOR PARTICIPATION

- 1) Total of 30 participants will be enrolled on first come first serve basis.
- 2) Registration Fee is Rs. 5000/-(without accommodation) + Service Tax
- 3) Accommodation on twin sharing basis and the charge for seven days is ₹3500/-
- 4) Total charges who are opting for accommodation would be ₹8500/-
- 5) People not opting for accommodation will be charged only ₹5000/-
- 6) The last date of submission of Registration Form is 30th April, 2017.
- 7) Please note that no TA/DA will be paid for attending the Workshop.
- 8) Fee once submitted will not be refunded However; substitute nomination of candidate from the same organization is acceptable.
- 9) Participants are requested to bring their individual laptops for practical sessions.

## MODE OF PAYMENT

All the payment related to Registration of Participants, Delegates, Sponsorship, Exhibition, etc. are to be made through crossed Demand Draft/Cheque/NEFT payable at par, drawn in favour of “**Birla Global University**” payable at Bhubaneswar. Fee can also be submitted/ transferred through online banking directly to our account as per details given below:

**NAME OF THE ACCOUNT** : “**BIRLA GLOBAL UNIVERSITY**” Payable at Bhubaneswar.  
**BANK NAME** : **UCO BANK**  
**BRANCH NAME** : **Gothapatna, Bhubaneswar**  
**ACCOUNT NUMBER** : **31090110011430**  
**IFSC CODE** : **UCBA0003109**

## CONVENOR

**Dr. Sujit Kumar Patra,**  
*Assistant Professor (Marketing)*  
BGU, Bhubaneswar.

## CO-CONVENOR

**Dr. Sandeep Kumar Mohanty,**  
*Assistant Professor (Marketing)*  
BGU, Bhubaneswar

## RESOURCE PERSON:

- Dr. Sujit Kumar Patra
- Dr. Sandeep Kumar Mohanty

## ADMINISTRATIVE & TECHNICAL SUPPORT:

- Mr. S.N. Mishra (General Management)
- Mr. Gyanaranjan Mishra (Media Coverage)
- Mr. C.S. Raju (Transport)
- Mr. K.M. Pandey (IT & Lab)



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4-10th June, 2018

### REGISTRATION FORM

**Venue: BGU Campus, IDCO Plot No. - 2,  
Institutional Area Gothapatna, Bhubaneswar-751003, Odisha**

1. Name of Participant: .....
  2. Designation: .....
  3. Category (Please select one)  
Ph.D. / M.Phil Students  Faculty  Corporate Researchers
  4. Name of University/Institution: .....
  5. Area of Research: .....
  6. Address for Correspondence: .....
  7. Accommodation Required (Tick) Yes  No
  8. Mobile ..... 9. Phone (Off/Res): .....
  10. Email: .....
  11. DD/Cheque/Online TXN. Reference Id/No. .... Date: ...../...../.....  
Bank Name: ..... Amount .....
  12. Tentative Arrival Schedule .....
  13. Remark, If any .....
- Date ...../...../..... Signature.....

**Note:-** Please send your filled form to us on the workshop mail id: [sujit.patra@bgu.ac.in](mailto:sujit.patra@bgu.ac.in)