

Second National Workshop on
**“Analytical Techniques for Research in
Management”**

September 10-11-12, 2010



Organized By

Department of Business Management
Sankalchand Patel College of Engineering

dbm | spce

Department of Business Management
Sankalchand Patel College of Engineering

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Background

DBM-SPCE is committed to building and enhancing research orientation in management. Towards this objective, it has planned a series of workshops on the various dimensions of research methodology. The first workshop on “Introduction to Research Methodology for Academic Research” was conducted in the month of February 2009, in which faculty and executives from various institutions had actively participated (about 60 in number) and identified topics of their research interests.

Multivariate data exploration is an integral requirement of business executives and researchers. Management researchers, many a time, find themselves severely constrained in their research works due to lack of adequate understanding of statistical analysis and techniques. Research data often remains unanalyzed and unpublished on this account. Building awareness, understanding, and appreciation of the *systematic* use of statistical methods, *software*, and analytical techniques is vitally important for growth as a management researcher. The goal of this workshop is to help improve the statistical and analytical skills of management researchers.

This workshop “Analytical Techniques for Research in Management” is in this series of workshops aimed at improving the research orientation of management faculty. The workshop is designed to provide an interactive platform to enhance understanding of advance statistical techniques as well as providing *hands-on experience* in analyzing data using computer for statistical analysis.

Key Highlights

The key highlights of the workshop are:

- Hands on training sessions on data handling, analyzing and deriving preliminary results.
- Practice Sessions with model exercise.
- Discussion on the underlying assumptions of the statistical tools.
- Discussion on common errors in research.
- Discussion on, how to interpret results and how to report them.

For Whom

The contents of the workshop are designed for the faculty members and researchers in the field of Management.

Registration Details

- Total no. of seats for the workshop are limited. Seats will be allotted on first come first served basis.
- The participants are advised to send their registration forms along with demand draft in favor of **Sankalchand Patel College of Engineering**, payable at Visnagar, mentioning the participant’s name at the back.
- Participants can also send the soft copy of the registration form to: dbmspce@gmail.com.
- The **last date for registration** is **August 25, 2010**.
- **Participation Fee:**
 - Non residential Rs.2000/-
 - Residential(Non- AC) Rs.3000/-
 - Residential (AC) Rs.3400/-
- Accommodation will be provided on sharing

basis. An accommodation will be provided based on availability and early receipt of participation form.

Workshop Schedule

Day	Day-1 (10-09-2010)	Day-2 (11-09-2010)	Day-3 (12-09-2010)
Session-1 (9:30 AM to 11:00 AM)	Inauguration. What is Research? Ways of doing research.	T-test, ANOVA, Simple regression, Reliability.	Cluster analysis
Tea Break			
Session-2 (11:30 AM to 1:00 PM)	Classical scaling procedures & Questionnaire design.	Exploratory factor analysis.	Discriminant Analysis
Lunch Break			
Session-3 (2:00 PM to 3:30 PM)	Data entry, cleaning, editing, and exploring the data in Software.	Multiple regression, Dummy regression.	Valedictory
Tea Break			
Session-4 (4:00 PM to 5:30 PM)	Handling non-response and Missing data. How to choose the right analytical method.	Mediation-Moderation-Interaction.	

Sankalchand Patel College of Engineering (SPCE):

Sankalchand Patel College of Engineering (SPCE), Visnagar, established in 1999, is the state-of-art educational institute approved by AICTE and the Gujarat Government. It is affiliated to the Gujarat Technological University, Ahmedabad. SPCE is a very distinguished name in the high quality technical education offering graduate and postgraduate courses in different disciplines like Master of Business Administration (MBA), Master of Computer Applications, Master of Engineering courses in various specialization, and Bachelor of Engineering courses in Electronics & Communication, Computer Engineering, Information Technology, Electrical Engineering, Mechanical Engineering, and Civil Engineering.

Department of Business Management (DBM-SPCE):

Department of Business Management (DBM-SPCE) was established with a mission to offer one of the best MBA programs (AICTE approved, 2 years full-time) currently affiliated to the Gujarat Technological University, Ahmedabad. At DBM-SPCE, we emphasize on imparting managerial skills along with practical knowledge in order to acquaint the students with the rigors of competitive corporate environment. At DBM-SPCE, our focus is to provide the best learning environment to the students. To meet with the expectations, our institute is designed to be spacious, peaceful, and well structured. To create the best learning environment of a research-oriented organization, DBM-SPCE is on the pathway of development of the research Infrastructure.

Organizing Council

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About visnagar

Visnagar is surrounded by many great places of religious and architectural importance like Ambaji (95 Kms), Mahudi (34 Kms), Patan (50 Kms), Modhera (44Kms), Taranga Hill (50 Kms), Idar (50 Kms), Vadnagar (17Kms). Nearest major railway station on Ahmedabad-Delhi line is Mehsana (18 Kms), and nearest airport is Ahmedabad (80 Kms).

Road distance from nearby places

- Ahmedabad 80 Kms
- Gandhinagar 50 Kms
- Mehsana 18 Kms
- Himmatnagar 50 Kms
- Palanpur 60 Kms