



**1<sup>st</sup>  
Rank**

Among Top  
Private Engineering &  
Management Institutes  
and Universities in  
**Madhya Pradesh.**



“CELEBRATING DREAMS”

Source: National Institutional Ranking Framework,  
Ministry of HRD, Govt. of India

**5<sup>th</sup>  
Rank**

Among Top Private  
Engineering Institutes in  
**22 Major States**  
of India.

# 10<sup>th</sup> FOUR DAY NATIONAL WORKSHOP ON RESEARCH METHODOLOGY ON MANAGEMENT AND STATISTICAL ANALYSIS

USING IBM **SPSS** STATISTICS 22.0

**MAY 25-28, 2017**

Organised by  
ITM School of Business  
In Association with

The SPSS logo, consisting of the letters 'SPSS' in white on a red square background.

South Asia Pvt. Ltd. Bangalore

Organised by School of Business, ITM University Gwalior



## INTRODUCTION

Search for knowledge or any systematic investigation to establish facts is research. It is about searching systematically for solutions to problems. For this statistical device is required. Statistical device not only provides a way of summarizing the data into quicker and manageable information but also helps the researcher to make decisions about whether relationships between two or more variables are actually real ones. Statistics today have become indispensable in all field of human endeavor including not only natural physical and social science but also in the field of management science.

To address challenges and opportunities in the field of research a new software product SPSS now known as IBM SPSS Statistics 22.0 has enabled academicians and researchers to obtain valuable information from the data. Basic knowledge on SPSS is vital for all users before they proceeded to survey and data analysis. But very often people have inadequate knowledge about the basic operation of SPSS programme. This seven days workshop is for the beginners with little or no experiences in SPSS software who want to acquire the skills and knowledge of getting started in to this software. The programme simply aims at developing the pedagogical and research skills participants.

# 10<sup>th</sup>

## FOUR DAY NATIONAL WORKSHOP ON RESEARCH METHODOLOGY ON MANAGEMENT AND STATISTICAL ANALYSIS USING IBM SPSS STATISTICS 22.0

### OBJECTIVES OF THE WORKSHOP

- To enable the participants to define research problems and develop a suitable methodology for addressing the key issues.
- To enable the participants to understand the need for statistical tools in research.
- The objective of seven day workshop is to impart the data analytical capabilities to the project leaders, business analysts, faculty, research scholars and post graduate students who want to enhance their ability of data analysis capabilities to facilitate decision making.
- The participants also learn about use of various data analysis techniques in research, designing the study, collecting data, issues involved in coding, editing, analyzing and interpreting the data collected.
- The primary focus will be on survey research with special seasons on Finance, Human Resources, Organization Behavior, and Marketing areas.
- To equip the participant with analytical knowledge and skills to enhance the quality of work, enhance managerial ability to apply different types of statistical tools, interpret and use the result for decision making.

### For whom

The participants of the program could be the faculty members, project leaders, business analysts research scholars who have an inherent inclination towards research. The participants may be the starters or on the middle of research or at the analysis stage. You can attend this programme if you want to develop a holistic view on the statistical tools to do an excellent research. SPSS software training is intended to instill confidence in data analysis and its interpretation. Corporate and educational Institutes can sponsor their employees.

## Participants Fee

Participants from Industry	: Rs. 5,000/-
Academicians	: Rs. 4,000/-
Researchers	: Rs. 3,000/-

Fee can be paid by Bank Draft drawn in favour of ITM University-Gwalior, Payable at Gwalior and clearly mentioning the participant's name at the back (overleaf). The participation fee includes course materials, SPSS (latest) software training, lunch, afternoon high tea and 14 days evaluation version of SPSS and AMOS software. Accommodation on twin sharing basis and dinner will be provided at nominal rates (subject to availability). (AC Rs.1,000/- per head per day)

## Why you should attend?

- This seven day workshop offers you hands-on experience to use state-of-art SPSS 22.0 software.
- Sessions are also taken by statisticians from IBM-SPSS.
- Since it is a seven day workshop, you can earn 10 points as provided in Point Based Assessment System (PBAS) of UGC.
- Resource persons who are taking this workshop have wide experience of International level research.

## Resource Persons

### Prof. (Dr.) Yogesh Upadhyay

Dean & Head-SOS in Management, Jiwaji University, Gwalior

### Prof. Nimit Choudhury

Professor, Indian Institute of Tourism & Travel Management, Noida

### Prof. Manoj Patwardhan

Professor, Atal Bihari Vajpai Indian Institute of Information Tech. & Mgmt. (ABV IITM) Gwalior

### Prof. Abhinandan Chakraborty

Asst. Professor, ITM School of Business, ITM University Gwalior.

## Statisticians from SPSS South Asia Pvt. Ltd., Bangalore

## List of Participating Institutions

So far more than 200 participants from across the country have participated and attended the workshop. We have participants coming from Narsee Monjee institute of Management Studies; Mumbai SVKM's Narsee Monjee Mumbai; IIPM Mumbai; Sipna College of Engineering and Technology, Badnera Road, Amravati, Maharashtra; Prof. Ram Meghe Institute of Technology and Research, Amravati, Maharashtra; G.H. Rasoni Institute of Management Studies, Amravati, Maharashtra; Shri Shivaji College, Akola Maharashtra; Dr. Panjabrao Deshmukh Institute of Management and Technology and Research, Nagpur; University School of Business Studies, Punjabi University; Guru Kashi Campus, Talwandi Sabo, Bathinda; The Maharaja Sayajirao University of Baroda, Vadodara; U.P. Rajarshi Tandon open University, Allahabad, U.P.; Punjabi University, Patiyala; DAV College for Girls Yamunanagar, Haryana; Dr. HS Gour University, Sagar; Manipal University, Jaipur; J.Z. Shah Arts & H.P.Desai Commerce College, Amroli, Surat; C.J. Patel College of Commerce. Variav, Surat; BHEL, Bhopal; LNUPE, Gwalior; Amrapali Institute of Management & CA, Haldwan, Saurashtra University, Gujarat, SRIIT, Banmor, SivaSivani Inst of Mgmt, Hyderabad, BHU, Varanasi, MNNIT, Allahabad, ITM Dept of Humanities, Bhilwara,Raj, St.Thomas College, Bhillai, Institute of Business Management, Kolkata, University of Lucknow, Lucknow, Sahara Arts & Mgmt Academy, Lucknow, Aditya College, Gwalior, North Maharashtra University, Jalgaon, KLESociety's IMS&R, Hubli, APS University , Rewa, KCES's IM&R, Jalgaon, TIMS, Gujarat, UPPTO University, Allahabad, Mangalayatan university, Aligarh, West Bengal State University, Kolkata, BBS Ins. Of Mgmt. Studies, Gr Noida, T John College, Banglore, Gwalior, SMS, SGSB University, Rajouri, J&K, BVM Inst of Mgmt, Gwalior, Jiwaji University, Gwalior.



4th 7 Day National Workshop on Research Methodology and Management and Statistical Analysis Using IBM SPSS statistics 21.0 held from December 9-15, 2013.



6th National Workshop on Research Methodology on Management and Statistical Analysis Using IBM SPSS 22.0 held from Decemebr 8- 14, 2014.



7th AICTE sponsored Two Week Faculty Development Programme on Research Methodology on Management and Multivariate Statistical Analysis Using IBM SPSS Statistics 22.0 11 - 23, May 2015, 52 participants came from pan-India to participate in the Workshop.



8th Seven Day National Workshop on Research Methodology on Management and Statistical Analysis Using IBM SPSS Statistics held from December 24-30, 2015.



9th Seven Day National Workshop on Research Methodology on Management and Statistical Analysis Using IBM SPSS Statistics held from May 23-29, 2016.

## Programme Schedule

**25 May, 2017**

09:00 AM – 11:00 AM	11:10 AM – 1:30 PM	02:15 PM – 4:00 PM	04:05 PM – 5:45 PM
INAUGURATION FUNCTION	<b>HANDS-ON EXERCISES</b> Creating and Editing a data file.	<b>HANDS-ON EXERCISES</b> Managing variables and cases in SPSS	<b>HANDS-ON EXERCISES</b> Visualizing Data through Graphs & Charts

**26 May, 2017**

Preparing for Research and Review of Literature	Hypothesis Setting and procedures <ul style="list-style-type: none"> <li>• Language of Hypotheses</li> <li>• Types of Hypotheses</li> <li>• Normal distribution</li> <li>• Level of Significance</li> <li>• One tailed and two tailed test</li> </ul>	<b>HANDS-ON EXERCISES</b> Descriptive statistics	<b>HANDS-ON EXERCISES</b> Preparation of a questionnaire
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**27 May, 2017**

<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Coorelations</li> <li>- Bivariate</li> <li>- Partial</li> <li>- Semi-Partial</li> </ul>	<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Regression Analysis</li> <li>• Multiple Regression</li> </ul>	<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• T-test</li> <li>• ANOVA, Post-Hoc</li> </ul>	<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Factor Analysis</li> </ul>
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**28 May, 2017**

<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Partial Least Squares Structural Equation Modeling (PLS-SEM)</li> </ul>	<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Partial Least Squares Structural Equation Modeling (PLS-SEM)</li> </ul>	<b>PROJECT BASED HANDS-ON EXERCISES</b> <ul style="list-style-type: none"> <li>• Partial Least Squares Structural Equation Modeling (PLS-SEM)</li> </ul>	VALEDICTORY
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Pedagogy : The workshop will use a holistic model order to groom participant in the area of research methodology. The sessions will be a mix of pen/pencil exercises, concurrently implementing the same exercises via software in the same session and finally an overview of use of illustrated techniques in published research papers.

Based on lecture method

Hands-on computer exercises or demonstration of the use of software via projector.

A mix of lecture and hands-on computer exercises or demonstration of the use software via projector.





## ITM UNIVERSITY GWALIOR – A SILHOUETTE

ITM University is a multidisciplinary University with an international reputation for the quality of its research and teaching across the academic spectrum, with subjects spanning Sciences, Engineering, Management, Education, Pharmacy, Library Science, Commerce, Agriculture, Medical, Nursing etc. It is at the forefront of learning, teaching research and leader in many different fields. It seeks to sustain and enhance its excellence as an institution of higher learning through outstanding teaching and world-class societies they serve.

- Ranked at 13th Position amongst the Top 100 B-Schools in India & 3rd position in Central India by Career Connect, Feb.2016, Vol.4, Issue - 6.
- Awarded as Best Private University Serving Social Cause by Enhancing Employment Opportunities on 9th April, 2013 by Dr. M.M. Pallam Raju, Minister-HRD, Govt. of India, Planning Commission & ASSOCHAM.
- “Best Innovative University for Industry Interface in India” Awarded on 14th April, 2013 by Brands Academy.
- Awarded in Feb., 2013, “Most Promising University of North and Central India” - (One PlanetResearch).
- One of the Five Most Promising Universities of India (India Today Aug. 2012).
- Awarded in December 2012 “Best University of Central Northern India.”

## ITM SCHOOL OF BUSINESS

ITM University, Gwalior, was conferred with the Best Private University Serving Social Cause, Award by ASSOCHAM (Associate Chamber of Commerce and Industry of India) in the National Education Excellence Awards 2013, an initiative by ASSOCHAM, held on April 9, 2013, in New Delhi. The award was handed over by the Hon'ble Union Minister of HRD, Dr. M.M. Pallam Raju to Prof. (Dr.) Yogesh Upadhyay, Vice Chancellor, ITM University, Gwalior.

ITM School of Business (ITM-SOB) is one of the flagship brand of ITM University Gwalior and ranked as one of the leading B-Schools in Central and North India. It has received highest ratings for its learning-outcomes based academic programmes, state-of-art infrastructure, rich academic resources, continuous evaluation system, credit based system and global outlook. Recently ITM-SOB has been ranked at 26th

position amongst the Top 50 B-Schools in India in terms of “Quality of Permanent Faculty” and “Performance of College/Faculty” (Career Connect, Dec.2013). It has been ranked as 9th best B-School in North India (Excluding IIMs) by Silicon India (2013).

Our programmes are a showcase of flexibility, predictability, and transparency. All our academic programmes are based on a system of credits-generally guided by ECTS (European Credit Transfer and Accumulation System) as a proper means of promoting the most widespread student mobility. The basic intent of the school is to impart quality management education at Undergraduate, Postgraduate and Doctoral research levels. It is India’s 1st B-School that offers customized programme designed in association with prominent industries aimed to offer industry ready product in form of well-groomed students. Here, industry and ITM School of Business jointly decide on curriculum, teaching-learning process, internship, workshops and other academic inputs that help in securing maximizing learning outcomes in terms of knowledge, skills, attitude and behaviour.

## ABOUT GWALIOR

Gwalior is a historical city in the heart of India, situated in the State of Madhya Pradesh, 120 Km from Agra (The city of Taj Mahal) and 317 Km from Delhi. It is well connected with Delhi, Bhopal, Mumbai, Bangalore and Hyderabad by train and road, and by air from Delhi and Mumbai. Gwalior, known as city of music, has perhaps the richest musical tradition among all the cities in this great country starting from Tansen, Baijubabra, Hassukhan, Haddukhan, Krishnarao Pandit, Bala Saheb Puchhwale, Chote Bahyya Puchhwale, Bande Ali Khan, Shankar Rao Pandit and to come to the living legends Malini Rajurkar, Ustad Amjad Ali Khan, the list is endless. The legendary musician Tansen who belonged to Gwalior was recognized as one the nine jewels of Emperor Akbar’s court.

Most famous and memorable landmarks include Gwalior Fort, the living palace of Scindia’s, Jai Vilas Palace, the Tomb of the famous musician Tansen and museums. Agra, the city of Taj, is 110 Kms from Gwalior and 1.5 hours journey by express trains. The world famous Khajuraho group of temples, depicting all facets of life, are 4 hours journey by road. Mitawali & Padavali has a group of 108 ruins of temples and is 20 Kms from Gwalior. Orchha is 100 Kms from Gwalior and is a treat for weekend trips as the village still carries old time feel with palaces, temples, cenotaphs and ruins along the banks of Betwa River.



Prof. Yogesh Upadhyay, Ex-Vice Chancellor, Mr. Daulat Singh Chauhan, Managing Director, ITM University Gwalior receiving memento from Ms. Divya Jain, CEO at the launch of MBA (Supply Chain Management) in association with Safexpress.



Professor Joseph (Joe) F. (Franklin) Hair, Kennesaw State University, Georgia, delivering keynote speech at INNOSERVE 2015 on January 13, 2015.

### Patrons

Shri Ramashankar Singh  
Chancellor, ITM University Gwalior

Smt. Kanupriya Singh Rathore  
Chairperson, ITM Universe Vadodara, Gujarat

Smt. Ruchi Singh Chauhan  
Pro Chancellor, ITM University Gwalior

Shri Ravindra Singh Rathore  
Managing Director, ITM Universe Vadodara,  
Gujarat

Dr. Daulat Singh Chauhan  
Managing Director, ITM University Gwalior

Dr. R. D. Gupta  
Advisor to Chancellor, ITM University Gwalior

### Programme Chairman

Prof. (Dr.) Kamal Kant Dwivedi  
Vice Chancellor, ITM University Gwalior

### Programme Facilitator

Prof. (Dr.) Vandana Bharti  
Dean, ITM School of Business, ITM University  
Gwalior

### Programme Coordinators

Prof. (Dr.) Ruchi Jain Garg - 9977870907  
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Industry interaction with Charles Devlin- VP, Operations, Safexpress, Mr. Arihant Jain- VP, Business & Operation healthkart.com, Ms. Divya Jain-CEO, Safeducate and Capt. Sanjeev Harjai -GM, Logistics & Contracts, Ministry of Defence, Indian Navy at the session of panel discussion on Supply Chain Management on January 15, 2014.



L to R: Mr. Abhay Kaul-Training Consultant, Dale Carnegie Training India, Prof. Yogesh Upadhyay, Ex-Vice Chancellor, ITM University Gwalior and Mr. Dilip Jayram-Associate Vice President, Walchand PeopleFirst Ltd. at the session of panel discussion on HRM & Industrial Law on February 1, 2014.

## ITM UNIVERSITY GWALIOR

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*Disclaimer : ITM University Gwalior has no connection with any other University with the similar name any where else in India.*

