

Participants	FEES
Corporate Executives	₹ 1,200.00
Faculty / Research Scholars	₹ 1,000.00
PG Students	₹ 900.00
The registration fee includes workshop kit, lunch and refreshment	

Address for communication: **Mobile:09986530012**
Prof. T. Rajeswari, **08971725451**
Programme Director, Primax Research Center
No.25/A, Nagdevanahalli, Boothappa Temple Road, 80, Feet Ring Road, Jnanabharathi Post, Bangalore -56, Karnataka. India. **Email : kvr08@rediffmail.com, primaxecf@gmail.com**

- NOTE:**
- Registration is open to Research Supervisors/Faculty / Research scholars/PG Students/Corporate 's
 - Software of SPSS will be provided for free of cost.
 - Refreshment and Working Lunch will be provided.
 - No accommodation will be provided.
 - No spot registration is permitted.
 - Certificate of Participation will be issued.
 - Last date for registration is **20/07/2015.**
 - Participants must bring their own Lap-top for practical session.
 - Workshop kit (Pen, Pad, workshop CD) will be provided.
 - Participants have to produce your Cash receipt at time of Registration.
 - On official letter will be provided based on the requirement.

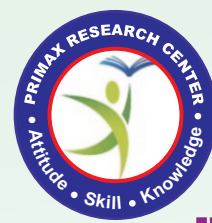
- Advisory Committee**
- Dr. A. Stephen,** M.A., M.B.A., M.Phil., PGDHRM., Ph.D., Director, Knowledge Business School, Salem.
 - Dr. P. Thirumoorthish,** B.E (Mechanical), M.B.A., M.A.Ph.D., Deputy Director, Priyar institute of Distance Education, Salem.
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 - Dr. M.G. Saravananaraj,** M.B.A., P.G.D.M., Ph.D., Director- MBA, Muthayammal Engineering College, Namakkal.
 - Dr. D. Ravikumar,** M.Com., M.Phil., M.B.A., Ph.D., Director- MBA, Sengunthar Institute of Management Studies, Tiruchengode.
 - Dr. M. Selvaraj,** B.Tech, M.B.A., Ph.D., Professor and Joint Director, SONA School of Management, Salem

- Organizing board**
- Dr. B. Sudha,** M.Com., M.Phil., B.Ed., M.B.A., Ph.D., HOD- Commerce- Mahendra Arts and Science College, Namakkal.
 - Dr. R. Harivasudevan,** M.Com., M.Phil., M.B.A., Ph.D., Principal, IZW Group of Institution, Bangalore.
 - Dr. S.N. Dhanalakshmi,** M.Com., M.Phil., M.B.A., Ph.D., HOD – Commerce, Sri Balamurugan College of Arts & Science, Sathapadi, Salem.
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 - Dr. B. Rajandran,** M.Com., M.Phil., Ph.D., Assistant Professor, Govt. Arts College, Rasipuram.
 - Dr. A. Velavan,** M.A (Eco), M.Phil., M.B.A., Ph.D., Assistant professor and Head, Dept. of Govt. Arts College, Dharmapuram.
 - Prof. V Radha Satish,** M.Com., M.Phil., (Ph.D.), Vice-Principal, Sakthikailash Women College, Salem
 - Prof. G. Karthikeyan,** M.Com., M.Phil., M.B.A., (Ph.D.), Assistant Professor- Management, Mahendra Engineering College, Namakkal.
 - Prof. M. Savithri,** M.Com., M.Phil., M.B.A., Assistant Professor, Bharathiyar Arts & Science College for (W) Attur
 - Prof. D. Krishnakumar,** M.B.A., M.Phil., (Ph.D) Assistant professor—Management, PAVAI, Engineering College, Namakkal.

Overall Co-ordinator : **K. Thirumalai Venkatesan.,** M.A., B.Ed., M.Phil., B.T. Assistant, Govt. Hr. Sec. School Salem

Best Wishes from
Prof. T. Rajeswari., M.Sc., M.A(Eng), M.A (SOC), M.B.A., (Ph.D) **Managing Director,** Primax Research Center, Bangalore. 56
Prof. T. Rajeswari, the founder of "Primax Commerce and Management Research Academy" and PRIMAXIJCMR, is a person with a lot of innovative ideas. An educationalist and a visionary, who envisages the need for imparting quality research in the field of General Management and Commerce in India.

Good Luck!!!
"The secret of change is to focus all our energy, not on fighting the old but on building the new"



Primax Commerce and Management Research Academy, Bangalore

Karnataka Reg. No. 48/159/CE/0103/2013



" Primax Research Center "
(www.primaxijcmr.com / www.primaxrc.com)

One Day Workshop on

"Statistics for Research & Data Analysis Using SPSS" "Learn the Unlearnt"

Venue

Hotel Salem Castle (The Great Hall A/C)
Near Five Roads, Salem.

Date : 25/07/2015, Time 8.00 AM to 6.00 PM

This Workshop PINCHES the Probing MIND



Primax Research Center, Bangalore.

“Primax Research Center” “is an on and off Campus Training Organization functioning under the aegis of Primax commerce and management research academy, Bangalore. The primary focus of the center is to empower Academicians, Research Scholars, in the field of Commerce & Management professionals and other disciplines also with all requisite skills and knowledge to shine in their profession. The Primax Research Centre, Bangalore, is offering a one-day “**Real Time Workshop**” on **25 July 2015** titled “**Statistics for Research & Data Analysis Using SPSS**”.

Framework

Most of the users of statistics, as a decision making tool, feel themselves handicapped in selection of an appropriate statistical tool, understanding the theoretical concept and interpretation of results in a meaningful ways. It is really difficult for a person who is not well versed with research methodology and the core philosophy of statistics. The present workshop aims to expose the participants towards simple and exhaustive ways of data analysis through interactive and practice based sessions along with theoretical learning. Well designed and structured training sessions covering the topics outlined in the programme will be organized. The topics have been so chosen that the issues of research methods and data analysis may be understood by even those participants who do not have any initial background of statistics. This workshop is designed to appeal the different learning styles, with an emphasis on active interactive participation through lab sessions running along with theory sessions. Participants will be provided with sample data set to analyse so that they may gain confidence and expertise in conducting researches in their respective subject domains.

The software used in the workshop will be SPSS, since it is the data analysis software package of choice for applied researchers for making inferences. The participants will get a hands-on experience of MS-Excel and its use in solving the examples before using SPSS.



Objectives of the workshop

- To help the participants to familiarize with the statistical concepts.
- To train the participants in data entry through SPSS.
- To train the participants in scale construction.
- To help the participants in descriptive and inferential analysis
- To develop confidence as independent SPSS data analyst.
- To facilitate the establishment of a network of Researchers
- To guide participants for publishable technical writings

Resource Persons



Dr. K.V.Ramanathan., M.Com.,M.Phil.,M.B.A.,P.G.D.B.S.,Ph.D.,
Professor of Finance & Marketing, Research Advisor.
Dayananda Sagar Business School, Bangalore.

He is presently working as Professor in the Department of Business Studies and Guest Faculty in various reputed Nursing colleges, Bangalore. He has more than 17 years of Post-Graduate teaching and research experience in different reputed management institutes. He has published more than 21 articles in Refereed Indian Journals and Indexed Database International Journals and has presented about

50 papers at National, International Seminar and Conferences in various colleges and universities all over the country. Apart from regular academic work he has been actively associated himself with research activities through conferences, publications, conducting Research workshops and consultancy in Management and Nursing field. He has conducted more than 50 workshops on Research Methodology and Data analysis using SPSS (www.primaxijcmr.com) in various colleges and universities level.



Dr. M .Muthu Gopalakrishnan., M.Com.,M.Phil.,M.B.A.,Ph.D.,UGC(NET)
Professor of Finance & Marketing

He is presently working as Professor at Acharya Bangalore B- School. He has published more than 15 articles in Refereed Indian Journals and Indexed Database International Journals and has presented about 40 papers at National, International Seminar and Conferences in various colleges and universities all over the country. He has conducted many Faculty Development Programs in various colleges and B-Schools. He is a Research Consultant in

Commerce and Management areas. He is a Resource Person and Financial Education Trainer of SEBI and he has conducted more than 100 workshops all over India.

Program Schedule – 25 July 2015

08-00 a.m	Registration of Participants
09-00 a.m. to 9.30 a.m	Inaugural Session Chief Guest : 1. Dr. V. Balaji., M.Com.,M.Phil.,Ph.D., Principal, Salem Sowdeswari College, Salem 2. Dr. L. Manivannan., M.B.A.,D.L.L.,Ph.D.,P.G.D.C.A., Associate Professor & Coy. Commander, Erode Arts & Science College, Erode.
Session - I 09-30 a.m to 10.30 a.m	Introduction to Research Methodology - Basic concepts and its Application, Organizing data- Process of Research- Population, Sampling, Techniques of Sampling, Determine of sample size- Formulation of Hypothesis
Session II 10-30 a.m to 11.30 a.m	Critique of Commerce and Management Research Studies Howto write the articles- reviews- identifying the research gap- abstract- Keywords- Introduction- objective- problem of the study- hypotheses- analysis & interpretation- Major findings- conclusion-Bibliography.
Break	Refreshment (Tea/Coffee/ Biscuits) (11-30 a.m. to 11.45 a.m)
Session - III 11.45 a.m to 1. 00 p.m.	Introduction to Statistics -Parametric and Nonparametric test, Testing of Hypothesis and its Interpretation- Concept of P- value, Stages in Data Analysis, Steps in analyses data with SPSS, Preparation of Data, Descriptive, Using Excel
Break	Lunch Break (1.00 p.m to 2.00 p.m)
Practical - I 02-00 p.m to 3.30 p.m	Using SPSS frequency, Descriptive analysis and Cross table- Parametric test (One sample t-test, Independent t-test, Paired t-test Chi square test, F test, One way ANOVA and Two way ANOVA) – Matrix Correlation- Regression and its Interpretation-Non Parametric test (Mann-Whitney test, Wilcoxon test, Kruskal-Wallis test, Friedman’s Rank test) and Graphical preparation
Break	Refreshment (Tea/Coffee/ Biscuits) (3.30 p.m to 3.45 p.m)
Practical- II 3.45 to 5.15 p.m	Cluster Analysis – Factor Analysis- Perpetual Mapping Tool.
5.15 to 5.45 p.m	Valedictory& Certificates Distribution Dr. V. Selvaraj., M.Com.,M.Phil.,Ph.D., Head & Associate Professor, Nehru Memorial College (Autonomous), Trichy. Senate Member, Bhrathidasan University. Dr. D. Rajakumari., M.Com.,M.Phil.,M.B.A.,Ph.D., Principal, Senate Member, Bharathiyar Arts & Science College for Women, Thalaivasal, Deviyakurichi. Attur, Salem.

REGISTRATION : The Participants are requested to send registration form along with the fee in the form of "DD" drawn in favour of "**Primax Commerce and Management Research Academy**" Payable at Bangalore on or before **20-07-2015**