

The Participants are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of “**Primax Commerce and Management Research Academy**” payable at Bangalore on or before **20-10-2015**.

Prof. T.Rajeswari
Workshop Director,
Primax Research Center

No.25/A, Boothappa Temple Road, 80 Feet Ring Road,
Jnanabharathi Post, Nagdevanahalli,
Bangalore -56,Karnataka. India.

Contact: 08971725451 & 09986530012

Important Note

1. Refreshment and Working Lunch will be provided
2. No accommodation will be provided
3. No spot registration permitted.
4. Certificate will be issued to the Participants
5. Participants are requested to carry their Own Laptops for Practical session.
6. Participants have to produce cash receipt at time of Registration.
7. Attendance letter will be issued based on request
8. Demo version of SPSS will be installed in your system

Advisory Board

1. **Dr. K.S.Chandrasekhar**, Professor, Institute of Management in Kerala (IMK), University of Kerala, Trivandrum.
2. **Dr.K.G.Jose**, Director, Rajagiri Business School, Kakkanad, Cochin
3. **Dr. J. Rajan**, Professor & Head, Institute of Management, University of Kerala, Thiruvananthapuram
4. **Dr. Santhosh Thambi**, Professor, Mahatma Gandhi University, Kottayam
5. **Dr. Rajagopala Nair**, Director, Albertian Institute of Management, Kochi, Kerala
6. **Dr. A.P. George**, Director, Vimal Jyothi Institute of Management & Research, Chemperi, Kannur, Kerala.
7. **Dr.B.Vijayachandran Pillai**, Head, Dept. of Commerce & Management Studies, Calicut University Malappuram, Kerala
8. **Dr.Raveendran**, Professor, Department of Management Studies, Kannur University.
8. **Dr. G. Hari Sundar**, Professor, Sree Natayana Gurukulam College of Engineering, Ernakulam, Kerala
10. **Dr. E. Vennaikumar**, HOD, Dept of co-operative Management, Agricultural University, Thrissur.
11. **Dr.K.Govindan Kutty**, Professor, Lions school of Business Studies, Thirumullavaram, Kollam, Kerala
12. **Dr.Antony Joseph**, Professor, Henry Baker College, Melukavu, Melukavumattom, Kottayam, Kerala.
13. **Dr.K.G.Viswanadhan**, Professor, NSS College of Engineering, Palakkad, Kerala

14. **Dr.G.Pushpangathan**, Professor , N.S.S College Nilamel, Kollam, Kerala
15. **Dr. V. Selvaraj**, Ex. Professor and Head, Nehru Memorial College (Autonomous), Trichy
16. **Dr.Asha E.Thomas**, Assistant Professor, Dept. of Commerce , St.Paul's College, Kalamassery,Kerala,
17. **Dr. Selvadas M.J.**, Director – MBA, in Caarmel Engineering College, Pathanamthitta, Kerala.
18. **Dr. B. Johnson**, Associate Professor, Department of Commerce and Management Studies , University of Calicut.
19. **Dr. M.A. Joseph**, Professor, Department of Commerce & Management Studies, University of Calicut, Calicut
20. **Dr.M.C. Minimol**, Professor, Rajagiri Centre for Business Studies, Rajagiri Kakkanad,Kochi.
21. **Dr. G.S. Gireesh Kumar**, Associate Professor, Department of Commerce, Nirmala College, Muvattupuzha, Kerala.
22. **Dr. Thomas Joseph Thoomkuzhy**, Professor, Gulati Institute of Finance & Tax, Kaimanam, Thiruvananthapuram, Kerala
23. **Dr. T.P. Basheer**, Professor & HOD, GEMS Arts & Science College, Ramapuram, Malappuram, Kerala.
24. **Dr.R.Suseela Menon**, Professor, Sree Vivekananda College Kizhoor, Kunnankulam, Thrissur, Kerala.
25. **Dr. S. Santhosh Kumar**, Professor, Dept. of Commerce, St.Peter's College, Ernakulam, Kerala.
26. **Dr. Krishnan Namboothiri**, Professor, B.A.M College, Thurathical, Pathanamthitta ,Ernakulam, Kochin, Kerala.
27. **Dr. Lekshmi V Nair**, Professor, Dept. of Humanities, Indian Institute of Space Science and Technology (IISST), Thiruvananthapuram,
28. **Dr. Antony Pallakal**, Professor, Loyala College Social Science, Sreekariam, Thiruvananthapuram.
29. **Dr. Vasantha Gopal**, Professor, Institute of management, University of Kerala, Trivandrum.

IMPORTANT DATES

Last Date for Registrations: 20.10.2015

Workshop : 24th & 25th October 2015

visit : www.primaxijcmr.com / www.primaxirjsh.com

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

Prof. T. Rajeswari, is the founder of Primax Foundation, she is an educationalist and visionary with lot of innovative ideas. She is a staunch believer that “A progress can be attained only by research activities”. As a Director I will spearhead full efforts as we move ahead to the best of our abilities. We look forward to continuing to receive the support and encouragement of all our faculty. I would like to personally invite you to join our Research programme on **24th and 25th October 2015**.



Primax Commerce and Management Research Academy, Bangalore

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



"Primax Research Center"

(www.primaxijcmr.com / www.primaxirjsh.com)



Two Day Workshop on

"Research Methodology and Statistical Data Analysis Using SPSS & AMOS"

"Learn the Unlearn"

Venue:

Hotel Pankaj A/C

(Opp. to Government Secretariat)
Thiruvananthapuram, Kerala.

24/10/2015 and 25/10/2015

Time: 8.00 AM to 5.30 PM



Be a Hero. Always Say, "I have no fear" - Swamai Vivekananda

About Primax Research Center

Primax Research Center, is a unit of “Primax Foundation” formed with the strength of mind in empowering Science & Humanities, Management and Business School Students, Research Scholars and Faculty Members.

Primax Research Center is an upcoming Training and Development Center at Bangalore offering a variety of need based training programmes, through on and off campus modes. The primary aim is to ensure employability for the Students and making them best fit for corporate requirements, in all aspects. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and in the Allied fields to ensure that all the research work undertaken, is usefully and gainfully employed by the industry, economy and society. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

Objectives of the workshop

- To help the participants to familiarize with the statistical concepts.
- To train the participants in data entry through SPSS and AMOS
- To develop confidence as independent SPSS and AMOS data analyst.
- To facilitate the establishment of a network of Researchers
- To guide participants for publishable technical writings
- To guide participants, how to get funded projects?

Who Can Participate?

Academicians, Practitioners and Researchers/ Research Scholars/ Post graduate students from the related areas of Social Science, Humanities, Management and Science, Executives from Industry.



Programme Methodology

Programme would be delivered through combination of:

1. Interactive Lectures & Discussions
2. Hands-on Practice

Our Chief Resource Persons



Dr. K.V.Ramanathan., M.Com.,M.Phil.,M.B.A.,Ph.D.,
Professor of Finance & Marketing,
Research Advisor, Primax Research Center, Bangalore.

He is presently working as Visiting Professor in various reputed Business School, Bangalore. He has more than 16 years of Post Graduate Teaching and Research Experience. He has published and presented more than 60 articles. He has conducted many workshops on Research Methodology and Data analysis using SPSS in various colleges and universities level.



Dr. M. Muthu Gopalakrishnan., M.Com.,M.Phil.,M.B.A.,Ph.D.,
Professor of Finance & Marketing,
Acharya Bangalore B-School, Bangalore.

He has more than 14 Years of Post Graduate teaching and Research Experience. He has published and presented more than 40 articles. He has conducted many Faculty Development Programs in various colleges and B-Schools.



Dr.S. Rajaram, B.E, M.E, M.B.A, M.Phil.,Ph.D.,
Associate Professor, Kalasalingam University, T.N.

He has more than 12 Years of Post –Graduate teaching and Research Experience. He has published and presented more than 50 articles. He had won “Best Faculty Award” for Management and “Young Scientist Fellowship Scheme (YSFS)” award honoured by Tamil Nadu State Council for Science and Technology, Chennai. He received 06 major research projects supported by various funding agencies worth of Rs. 34.82 Lakhs.




Dr. S. Saiganesh., MBA, MA., DHRD.,M.Phil, Ph.D.,
Professor of Marketing, Bangalore.

He has 15 years of experience in teaching and 9 years in Research and Training. He has published more than 50 articles and actively blogs on Management concepts. He has attended workshops in premier institutes like IIM and IIT. He is in the editorial board of many International Journals in India, Nigeria and the US.

Programme Schedule : 24th October 2015

08-00 a.m	Registration of Participants
09-00 a.m. To 9.30 a.m.	Inaugural Session Chief Guest 1. Dr. S. Kevin, M.Com., Ph.D., Director, Bishop Jerome Institute Former Pro Vice Chancellor, Universities of Kerala 2. Dr. D. Mavoothu, Professor of HRM & Ethics, School of Management Studies (SMS), University of Science & Technology, Cochin
Session -I 09-30 a.m to 11.30 a.m	Introduction to Research Methodology - Basic concepts and its Application, Organizing data- Frame of Objective and Statement of Problems- Identifying the Research Gap - Process of Research. Basic analysis using Excel (Mean, Variance, Standard deviation, Correlation, Regression etc).
Refreshment (Tea/Coffee/ Biscuits) (11-30 a.m. to 11.45 a.m)	
Session -II 11-45 a.m to 1.00 p.m	Population, Sampling, Techniques of Sampling, Determine of sample size- Formulation of Hypothesis. Introduction to Statistics – Introduction to Research tools -Parametric and Nonparametric test, Testing of Hypothesis and its Interpretation- Concept of P- value, Stages in SPSS Data Analysis.
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

Refreshment (Tea/Coffee/ Biscuits) (3.30 p.m to 3.45 p.m)	
Practical- II 3.45 p.m to 5.15 p.m	Principle component Factor analysis - Discriminate analysis - Cluster Analysis-Perceptual Mapping Tool.
5-15-5.30 p.m Feedback	
Programme Schedule : 25th October 2015	
Practical -III 9.00 a.m. to 11.30 a.m	 Introduction to AMOS Software- Conceptual model development Structural Equation Model (SEM) – Cause and effect analysis – Path Analysis Path diagram entities for manifest variables, latent (endogenous & exogenous) variables, intercepts (constants), error variables. – Mediation – Confirmatory Factor Analysis – Bayesian estimation.
Refreshment (Tea/Coffee/ Biscuits) (11-30 a.m. to 11.45 a.m)	
Session -III 11.45 a.m to 1. 00 p.m.	How to write research project proposal / fellowships – Funding agencies - How to get funded projects / fellowships. projects supported by various funding agencies like DSIR ICSSR, IIPA New Delhi and IDEA Telecom
Lunch Break (1.00 p.m to 2.00 p.m)	
Session IV 02-00 p.m to 4.15 p.m	How to choose Ph.D topic- How to write Ph.D Thesis- Literature review techniques- Questionnaire design – Dissertation Schedule - report references – citation of articles - Plagiarism- Case study research
Refreshment (Tea/Coffee/ Biscuits) (4-15 p.m. to 4.30 p.m)	
Practical -IV 4.30 p.m. 5.15 p.m.	Reliability Analysis Cronbach Alpha, Revelle's Beta, Gutman Lambda, David's Omega.
5-15-5.30 p.m Feedback	
5.30 pm to 6.00 pm	Valedictory and Certificates Distribution Dr. G. Raju., M.Com.,M.BA.,Ph.D., Department of Commerce, School of Business Management and Legal Studies, University of Kerala. Thiruvananthapuram
Participants	FEES
Corporate Executives	₹ 3500.00
Faculty / Research Scholars	₹ 3,000.00
Post Graduates students	₹ 2,750.00
The registration fee includes workshop kit, lunch and refreshment	