

<b>Break</b>	<b>Lunch Break</b> (1.00 P.M to 2.00 P.M)
<b>Practical - VII</b> 02-00 p.m To 3 45p.m	<b>Confirmatory Factor Analysis (CFA) using AMOS</b> <ul style="list-style-type: none"> <li>Average Variance Extracted (AVE) • Convergent Validity</li> <li>Construct Reliability (CR) • Discriminant Validity</li> </ul>
<b>Break</b>	<b>Refreshment ( Tea/Coffee/ Biscuits)</b> (3.45 P.M to 4.00 P.M)
<b>Practical - VIII</b> 4.00 p.m To 5.00 p.m	<b>Dimension Reduction :</b> 1. Cluster analysis 2. Mapping Tools Confirmatory Factor Analysis(CFA) by AMOS & Workout Exercise Preparation of Questionnaire
<b>Feedback</b>	<b>Feedback</b> (5.00 PM TO 5.15P.M)
5.15 p.m To 5.30 p.m	<b>Valedictory and Certificates Distribution</b> <b>Dr. S. Sekar.,</b> M.Com.,M.Phil.,M.B.A.,PGDCA.,Ph.D., Principal, Meennakshi Ramasamy Arts and Science College, Thathanur, Udayarpalayam Syndicate Member, Bharathidasan University, Trichy.

### REGISTRATION FEE

Participants	Fees
Research Scholars ( M.Phil / Ph.D.)	INR 2,000/-
Academicians	INR 2,500/-
Corporates	INR 3,000/-

• The fee will include the Participation fee, SPSS & AMOS Demo Software, workshop Kit, Materials, Certificate, refreshment, Lunch.

• Accommodation will be provided to outstation participants on prior request & Confirmation with an additional charge of Rs. 2,000/person /day.

The Participants are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of **“Primax Foundation” payable at Bangalore on or before 10-02-2017**

<b>NEFT</b>	<b>Postal Address :</b>
Name of the Account : Primax Foundation	<b>Prof. T. Rajeswari</b>
Account No. : 166111100001608 (Current Account)	<b>President, Primax Foundation</b>
Bank Name : Andhra Bank	No.25/A, Nagdevanahalli, Boothappa Temple Road,
Place : Kengeri Satellite Town, Bangalore-60	Bangalore -56, Karnataka. India.
IFSC Code No. : ANDB0001661	Ph: + 91 8971725451
MICR CODE : 560011038	Email: kvr08@rediffmail.com / Primaxfoundation2015@gmail.com

### Important Note

- Refreshment and Working Lunch will be provided
- Accommodation will be provided on request as stated above
- No spot registration
- Certificate of Participation will be issued
- Participants are requested to carry their own Laptops for Practical session
- Participants have to produce their cash receipt at the time of Registration
- Attendance certificate will be issued based on request
- Demo version of SPSS & AMOS will be installed in your laptop

### Advisory Board

<b>Dr. E. Mubarak Ali.,</b> Associate Professor & Research Advisor, JMC, Trichy.	<b>Dr. N. Sumathi,</b> Director, AMC, Vallam, Thanjavur.	<b>Dr. A. Nallasivam</b> Assistant Professor Management , Government Arts College, Karur.	<b>Dr. M. Vijayachitra</b> Head, Government Arts College(Autonomous), Karur	<b>Dr. P. Rajangam</b> HOD, Dept of Management, Ariyalur.
<b>Dr. V.Nagajothi</b> Head, Business Administration, Rajah Serfoji Govt. College, Thanjavur	<b>Dr. R. Kalachelvan</b> Professor & Head, AMC, Thanjavur.	<b>Dr. P. Gnanasekaran,</b> Head of Business Administration, H.H. Rajahs College, Pudukkottai.	<b>Dr. R.Sathru Sangara Velsamy,</b> Asst. Professor of Commerce, H.H. The Rajah's College, Pudukkottai	<b>Dr. S. Naga Santhi,</b> Assistant Professor, J.J. College of Arts and Science, Pudukkottai.
<b>Dr. S. Mohamed Sidhique,</b> Principal & Director of Management Studies.RDB Institute of Management, Papanasam, Thanjavur.	<b>Dr. S. Babu,</b> Asst. Professor of Business Administration. M.R Govt. Arts College, Mannargudi.	<b>Dr. M. Lakshimbala,</b> Head of Business Administration, Kundavai Naachiyar Govt. Arts College for women, Thanjavur .	<b>Dr. V. Buvaneswaran</b> Asst. Prof. Dept of Commerce, Rajah Serfoji Govt. College, Thanjavur.	<b>Dr. B. Anitha Rani,</b> Director, Karpaga vinayaga Institute of Management Pudukkottai.
<b>Dr. A. Anand</b> HOD, Govt. Arts College, Thiruvannamalai.	<b>Dr. S. P. Manickavasugi,</b> Asst. Professor of Management studies. Annai college of Arts and Science, Kumbakonam .	<b>Dr. S.Prabhu.,</b> HOD of Commerce. Bharath College of Science & Management, Thanjavur	<b>Dr. N. Palanivelu</b> HOD & Dept of Commerce, Govt. Arts & Science College, Peravurani.	<b>Dr. P. L. Senthil,</b> Assistant professor, Dept. of Commerce Jamal Mohammed College, Trichy.
<b>Dr. R. Thangaraj,</b> Head, Department of Commerce Marudupandiyar College, Thanjavur.	<b>Dr. L.Leo Franklin,</b> Asst Prof of Commerce, J.J. College of Arts and Science, Pudukkottai.	<b>Dr. Selvaveera Kumar</b> Asst. Professor of Business Administration H.H. The Rajahs College, Pudukkottai	<b>Dr. S. Rajkumar,</b> Asst. Professor, Govt. arts & College, Mannargudi.	<b>Dr. R. Seethalakshmi,</b> Assistant Professor, Dept. of Commerce, Cauvery College for women, Trichy.

### Best Wishes from



**Prof. T. Rajeswari.,** M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)  
President, Primax Foundation, Bangalore. 56

**Prof. T.Rajeswari,** is the founder of Primax Foundation, she is educationalist, visionary with lot of innovative ideas. She is staunch believer that "A progress can be attained only by research activities". As a President she 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 **25<sup>th</sup> and 26<sup>th</sup> February 2017.**



# PRIMAX FOUNDATION

**Bengaluru, Karnataka**

(Registered under the Karnataka Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16

(Visit : [www.primaxfoundation.com](http://www.primaxfoundation.com) / [www.primaxijcmr.com](http://www.primaxijcmr.com))



In Associate with

**Annai Vailankanni Arts and Science College**

(Department of Commerce)

(Affiliated To Bharathidasan University, Thanjavur)

**6<sup>th</sup> Two Day National Level Workshop on**

**“Research Methodology, Primary & Secondary Data Analysis and Interpretation**

**By Using Statistical Package For Social Science (SPSS) &**

**Analysis of Moments Structure (AMOS) - (A Complete hand on work)**



Be a Hero. Always say,  
“ I Have no fear”

**“Learn the Unlearnt”**



**Date: 25<sup>th</sup> and 26<sup>th</sup> February – 2017**

**Time 8.00 AM to 5.30 P.M**

**Venue**

**Hotel Star Residency ( Temple View) - Auditorium (A/C)**

**SM Road, Thanjavur, Tamil Nadu, India**

**Contact: 08971725451**



## ABOUT OUR FOUNDATION

Primax Foundation® is getting established with the lofty ideals of imparting quality non profitable services to the society through Journal, Seminars, Workshop, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation and Initiating Research Activities etc. for the development of total personality in society.

Primax Foundation 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.

## ABOUT THE WORKSHOP

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 way. 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.

Objectives Of The Workshop	Who Can Participate?	Programme Methodology
<ul style="list-style-type: none"> <li>To help the participants to familiarize with the statistical concepts</li> <li>To train the participants in data entry through SPSS and AMOS</li> <li>To train the participants in scale construction</li> <li>To help the participants in descriptive and inferential analysis</li> <li>To develop confidence as independent SPSS and AMOS data analyst</li> <li>To facilitate the establishment of a network of Researchers</li> <li>To guide participants for publishable technical writings</li> </ul>	 <ul style="list-style-type: none"> <li>Academicians, Practitioners</li> <li>Researchers / Research Scholars</li> <li>Post graduate students from the related areas of Social Science, Management and Science</li> <li>Executive from Corporate</li> </ul>	 <p><b>Program would be delivered through combination of:</b></p> <ol style="list-style-type: none"> <li>Interactive Lectures &amp; Discussions</li> <li>Hands-on Practice</li> </ol>

## Our Chief Resource Persons



**Dr. R. Ravanan, M.Sc., M.Phil., Ph.D.,**

Head, Department of Statistics, Presidency College, Chennai, General Secretary, Tamilnadu Statistical Association (TNSA), Tamilnadu, Treasurer, Indian Society for Probability and Statistics (ISPS), India

He has about 25 years of research, consultancy and teaching experience in the application of Statistics to Bio-statistics especially in the estimation of HIV/AIDS. He has extensive experience in the application of statistical concepts to HIV/AIDS. He has been teaching and training Advanced Operation Research, Stochastic Processes, Statistical Inference and Multivariate methods to Post Graduate students and researchers and have provided consultancy support to scientists in the field of biomedical sciences and was part of multi-disciplinary research teams in charge of providing statistical guidance. He has more than 21 years of experience in using statistical software's SPSS and AMOS.

**Dr. K.V.Ramanathan., M.Com.,M.Phil.,M.B.A.,P.G.D.B.S.,Ph.D.,**  
Professor of Finance & Marketing, Research Advisor, Primax Foundation, Bangalore

He is presently working as Professor of Finance and Marketing, and he is Visiting Professor in various reputed Business School, Bangalore. He has more than 18 years of Post Graduate teaching and research experience in different reputed Management Institutes. He has published and presented more than 60 articles. He has conducted many workshops on Research Methodology and Data analysis using SPSS ([www.primaxijcmr.com](http://www.primaxijcmr.com)) in various colleges and universities level.



**Dr. D. Kumaresan, M.Com., M.Sc.(Psychology), M.B.A., M.A.(English), M.Phil., Ph.D.,**  
Principal of Minerva College of Arts and Science, Jalakantapuram, Salem.

He has a teaching experience of 20 years including a research experience of 15 years. He is specialized in Financial Management, Marketing Management and Human Resources Management. He is proficient in SPSS and has conducted many workshops on Research Methodology and Statistical Analysis using SPSS in various Universities and Colleges in Tamil Nadu, Andhra Pradesh and Karnataka. He has published 20 research papers in International journals and authored a book. He is an eminent speaker in Commerce, Management and Tamil Literature. Awards like Shiksha Rattan Puraskar, Best Citizens of India and Thiruvalluvar Ilakkiya Award have been conferred him.



**Dr. V. Sureshkumar, M.B.A., M.Phil., M.L.M., Ph.D.,**

Assistant Professor, Rajah Serfoji Government College (Autonomous), Thanjavur.

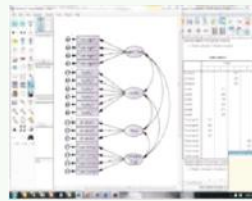
He is an eminent academician, a dedicated researcher and well experienced guide for the past 10 years in the field of management. He was awarded with Ph.D (Management) in the Bharathidasan University, Tiruchirappalli in 2011. He has about 13 years of teaching experience for UG and PG students in various colleges. He has guided more than 25 M.Phil research scholars and 250 MBA students for their research/ project works. He is a Member of Board of Studies in Management in various Autonomous Colleges.



## Program Schedule – 25<sup>th</sup> February 2017

08-00 A.M	Registration of Participants ( 8.00 AM to 9.00 AM)	
09-00 A.M. To 9.30 A.M.	<b>Inaugural Session</b> <b>Chief Guest</b> <ol style="list-style-type: none"> <li><b>Dr. T. Arivudai Nambi., M.Sc.,M.Phil.,Ph.D.,</b> Controller of Examinations, Rajah Serfoji Govt. College, Senate Member Bharathidasan University, Vice President of AIFUCTO, Thanjavur.</li> <li><b>Dr. V. Selvaraj., M.Com.,M.Phil.,Ph.D.</b> Secretary of Primax Foundation, Bangalore, Karnataka.</li> </ol>	
Practical - I 09-30 A.M to 11.00 A.M		Statistical Concepts and its Application: Population and Sample -Parameter and Statistic- Organizing data- Sampling Techniques- Determine sample size- Stages in Data Analysis- Procedure for Testing of Hypothesis- Concept of P value- Parametric and Non-parametric test.
Break	Refreshment (Tea/Coffee/ Biscuits) (11.00 A.M. to 11.15 A.M)	
Practical - II 11.15 A.M to 1.00 P.M	Secondary Data analysis – Stationarity & Non-Stationarity test – ARIMA Model- ARCH, GARCH and Asymmetric GARCH models- Big Data -Twitter Data	
Break	Lunch Break (1.00 P.M to 1.30 P.M)	
Practical - III 01.30 p.m To 3.30 p.m		Statistical Techniques in Univariate and Bivariate Analysis using Secondary data <ol style="list-style-type: none"> <li>Hypothesis Testing for a Single Population</li> <li>Hypothesis Testing to compare Two Populations</li> <li>Hypothesis Testing to compare Multiple Populations (Using SPSS One Sample t-Test, Two Independent Samples, Paired Sample t-Test, One way ANOVA, Two way ANOVA, Chi-square test &amp; Discriminant analysis)</li> </ol>
Break	Refreshment ( Tea/Coffee/ Biscuits) (3.30 P.M to 3.45 P.M)	
Practical - IV 3.45P.M to 5.30 P.M	<b>Bivariate Quantitative Data:</b> <ol style="list-style-type: none"> <li>Testing Independence of Two Categorical Variables</li> <li>Correlation Analysis</li> </ol> <b>Reliability Analysis :</b> Cronbach Alpha, Revelle's Beta, Gutman Lambda, David's Omega.	<b>Non-Parametric Test</b> <ol style="list-style-type: none"> <li>Mann Whitney U test</li> <li>Kruskhal Wallis test</li> <li>Wilcoxon test</li> <li>Friedman Test</li> </ol>

## Program Schedule – 26<sup>th</sup> February 2017

Practical - V 9.30 a.m. to 11.00 a.m.	<b>Multivariate Analysis</b> <ol style="list-style-type: none"> <li>Multiple Regression Analysis</li> <li>Factor analysis</li> </ol>	
Break	Refreshment (Tea/Coffee/ Biscuits) (11.00 A.M. to 11.15 A.M)	
Practical - VI 11.15 a.m to 1. 00 p.m.		<b>Structural Equation Model (SEM) using AMOS</b> <ol style="list-style-type: none"> <li>Model Fit Summary</li> <li>Goodness of Fit Index (GFI)</li> <li>Adjusted Goodness of Fit Index (AGFI)</li> <li>Normated Fit Index ( NFI)</li> <li>Comparative Fit Index ( CFI)</li> <li>RMR</li> <li>RMSEA</li> </ol>