

IMI Kolkata

presents

FDP on Publishing Research Papers Using Advanced Research Methodology - Part I

January 30, 2021

The IMI Legacy

Established in 1981 with a campus in New Delhi, the International Management Institute (IMI) was India's first corporate sponsored business school. During its inception, IMI was backed by prestigious corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor. IMI Delhi, which is located in the Qutab Institutional Area, has been among the leading B-schools for almost three decades and is today a global institution. It was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). Later in 2010, two more campuses came up in Kolkata and Bhubaneswar to enable bright young minds from eastern India to gain access to the world-class IMI management pedagogy.

Overview

The FDP aims to provide a brief overview of important parametric and non-parametric

methods to validate and analyze data for hypotheses and proposition testing. The workshop will demonstrate the theory and application of ANOVA and Cluster Analysis (two widely used) with a dataset. At the end of the workshop, participants will be able to comprehend and apply the methods in real research contexts.

Pedagogy

The SPSS software (trial version/original) should be installed in the participants' desktop/laptop. All the concepts of ANOVA and Cluster analysis will be explained with the help of the sample dataset. The application of the research methods will also be demonstrated with the help of a sample case research paper. Participants are encouraged to bring their live data and queries for discussion and solutions. The online sessions will be delivered on Zoom platform.

Objectives

- To provide a basic overview and guidelines for selecting and using various parametric and non-parametric tests
- To explain the application of ANOVA method in a research study (explain with a case example and sample data)
- To explain the application of the Cluster analysis method in a research study (explain with a case example and real time data)

Detailed content and Session plan for Part I

Session	Duration	Topic	Content
1	90 minutes (4:30 pm to 6:00 pm)	Parametric and non-parametric tests	Overview of tests; Assumptions for Using Parametric and non-Parametric Tests; How to select a test, focus on key tests: Mann-Whitney, Chi-Square, ANOVA
		ANOVA analysis	Basic Assumptions, One-way ANOVA, Two-way ANOVA; Factorial ANOVA; Post Hoc Analysis; Case example with data set
Break (6:00 pm – 6:15 pm)			
2	90 minutes (6:15 pm to 7:45 pm)	Cluster Analysis	Basic Concept, Statistics Associated with Cluster Analysis, Select a Clustering Procedure – Hierarchical and Nonhierarchical Clustering, Case example with data set

Part II: Factor Analysis, CFA and SEM Analysis (Coming Up Soon)

Part III: Applying actionable Qualitative

research methods in publishing (Coming Up Soon)

PROGRAMME MENTOR



Prof. Gobinda Roy has over 16 years of experience in industry, research, and teaching. He is in the area of marketing and currently teaches Digital Marketing, Service Marketing, Web Analytics, etc. He has rich and extensive managerial experience in the telecom industry in the areas of telecom product management, marketing management, telecom solution, etc. Before joining IMI Kolkata, he has conducted MDP and FDP in OP Jindal University, JSPL, and JPL Raigarh and delivered guest lectures in VGSOM (IIT Kharagpur), IIFT Kolkata. He has published several scholarly articles in leading international journals such as Journal of Internet Commerce, Journal of Marketing communication, Global Business Review, etc.

Fee: ₹500 + GST@18%

Registration Terms and Conditions

1. Last date for registration and payment – **January 27, 2021**
2. Participation certificate will be issued to only those who attend both the sessions

FDP Prerequisites:

Participants need to download SPSS on their laptops.

Participants are expected to have a basic idea of SPSS commands, Descriptive Statistics, and Hypothesis Testing.

Learning outcome:

This workshop will provide a first-hand practical exposure in applying ANOVA and Cluster Analysis in research problems.

Participant Profile:

This FDP will be of interest to beginners and intermediate researchers exploring various parametric and non-parametric tests in research studies. It will also help them interpret each statistical tool for research paper writing and thesis writing.

Bank Details for Registration

Please note the following bank details for payments. Payments can be made through RTGS / NEFT/IMPS transfers. Payment without the submission of the form will not be considered.

Steps for Registration

1. Make the payment through NEFT/RTGS/IMPS. (Please note the Transaction ID)
2. Fill the registration form ([Link for Registration Form](#))
3. Send the confirmation email to a.datta@imi-k.edu.in

FOR ANY ENQUIRY/ QUERRY, PLEASE CONTACT

Ms. Amrita Datta
Conference Co-ordinator
Email: a.datta@imi-k.edu.in
Phone: +91 33 6652 9664.

Bank Name	Axis Bank
Branch Name	Panchanantala Branch, Howrah
Branch Code	000391
Account Name	International Management Institute Kolkata
Account No	911010066934574
Account Type	Savings Account
IFS Code	UTIB0000391
MICR Code	700211026