

FACULTY DEVELOPMENT PROGRAMME

ON

**'Managerial Research through Multivariate Techniques
using SPSS and AMOS'**

22-27 AUGUST, 2022

**SCHOOL OF MANAGEMENT & LIBERAL STUDIES
THE NORTHCAP UNIVERSITY**



ABOUT THE NORTHCAP UNIVERSITY

The NorthCap University (NCU), is promoted by the Educate India Society that was founded in 1996. Previously an engineering and management college (ITM), the institute gained the status of a State Private university in 2009, under Act No. 25/2009 by the Legislature of the State of Haryana and accorded UGC approval under Section 2(f) of the UGC Act 1956. NCU rebranded itself on 31 August 2015 vide Haryana Government Ordinance No. 2 of 2015, followed by a UGC notification dated 26 August 2015. NCU is a single campus university located in Sector 23-A, Gurugram, Haryana. It has been accredited by the National Assessment and Accreditation Council (NAAC) 2016-2021. In a span of a few years, we have emerged as one of the foremost educational institutions in North India. As a testimony of this fact, we have been ranked as 'The University of the Year 2017' by the Higher Education Review and are among the top 150 universities under the National Institutional Ranking Framework (NIRF) by the Ministry of Human Resource Development, Government of India. The University offers a variety of undergraduate and postgraduate programmes in disciplines such as engineering, management, applied sciences and law. NCU is recognized by the University Grants Commission (UGC) and by the Bar Council of India (BCI). The University is a Member of the Association of Indian Universities (AIU), Member of the Association of Commonwealth Universities (ACU), UK. In addition to being a Member of the American Society for Quality (I) Pvt Ltd, NCU is also accredited by Accreditation Services for International Colleges (ASIC), UK.

ABOUT SCHOOL OF MANAGEMENT AND LIBERAL STUDIES

The School of Management and Liberal Studies at The NorthCap University offers MBA, BBA, B.com. (Hons), BA(Hons) Psychology, BA (Hons) Economics and PhD programs in Management and allied disciplines. School of management has been progressive in its approach and kept abreast of the latest trends and industry requirements. As a progressive student friendly institution, NCU-SOM has introduced programs like MBA with specialization in Business Analytics, BBA with specializations in Digital Marketing and Business Analytics. Experienced faculty at SOM using innovative teaching methods make learning fun and engaging with help of smart classrooms, multimedia aids, learning management systems and blended learning pedagogy.

ABOUT THE FACULTY DEVELOPMENT PROGRAMME



Data analysis and visualization is inexorable in decision making and research due to intensified competition in every sphere, whether it be an entrepreneur or corporate manager or an academician or a researcher. Escalating number of competent professionals tend to club their practical implications with the scientific reasons and logics. Proficiency of appropriate data analysis techniques and good research methodology undeniably produce a benefit in the direction of discovering pertinent answers of day to day evidently uncomplicated but complex problems. Additionally, industry professionals, faculty members, researcher scholars, managers and students find data analysis and visualisation as an essential part of their content for analysis and learning. This Faculty Development Programme is intended to help faculty members, managers, researchers, students in enhancing their analytical skills through SPSS, AMOS and Mendley. The programme is intended to encompass all pertinent aspects of research methodology, statistical data analysis and visualisation starting from the very basics of data preparation, data cleaning to advance statistical techniques.

Potential Beneficiaries:

Business decision makers, Industry professionals, Faculty members of academic institutes, Research scholars, Research Associates and Students.

Objectives of the Programme:

- To enable the participants to define research problem and select suitable research design.
- To understand the Selection Criterion of appropriate Statistical Technique.
- To impart capabilities for formulation and testing of hypothesis based on the nature of research.
- To enable the participants to learn writing of reports and research proposals.
- To address challenges and opportunities in the field of research software products.
- To enhance the teaching and research skills of faculty, researchers, and trainers.
- To train on SPSS, AMOS and Mendley to greatly enhance research and publication skills of the faculty, Research Scholars, and others.

Resource Persons:

The resource persons are prominent statisticians /professors in the field of statistics and data science. They have an extensive experience with the application of statistical analysis in a research evaluation.

Registration Details-

Registration amount for Research Scholars- Rs. 4000

Registration amount for faculty members- Rs. 6000



Certificates of Participation

All participants will receive 'Certificate of Participation' after successful completion of the programme.

Payment Details

Account name - The NorthCap University

Account no. - 90481010005013

IFS code - CNRB0000350

Branch - Green park ext., New Delhi

Registration Form

<https://forms.gle/4ir8FnsNfy4xDaRf9>

Whatsapp Group

Kindly join the Whatsapp group post registration.

<https://chat.whatsapp.com/Kzag8TSTBmtJxXDaumlpve>

Chief Patrons

Mr. V Daulet Singh, Chancellor

Mr. Avdesh Mishra, Governing Body Member

Mr. Shiv Saran Mehra, Governing Body Member

Prof. Prem Vrat, Pro-Chancellor, and Chief Mentor

Prof. Nupur Prakash, Vice Chancellor

Programme Convenor

Prof. Vikas Nath, Director, SOM&LS, The NorthCap University, Gurugram

Programme Organisers

Dr. Priyanka Banerji, Assistant Professor, School of Management and Liberal Studies

Dr. Deergha Sharma, Assistant Professor, School of Management and Liberal Studies

Dr. Deependra Singh, Assistant Professor, School of Management and Liberal Studies

Student Coordinators

Ms. Harshita 20BAE012

Ms. Anjali Bhardwaj 20BAE016

Mr. Dhruv 20BCOM05

Ms. Garima 20BCOM07

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PROGRAMME SCHEDULE

Session/Day	Session 1 (09:30 AM-11:30 AM)	Session 2 (12:00 AM- 02:00 PM)	Lunch break (02:00 PM-02:30 PM)	Session 3 (02:30 PM-04:30 PM)	High Tea (04:30 PM-05:00PM)
Day 1 (22 August, 2022)	Introduction of SPSS, 10 Golden Commands in SPSS	Dealing with Descriptive analysis, Distribution and Outliers	Lunch Break	Hypothesis testing (t, z, F and chi-square)	Query Handling
Day 2 (23 August, 2022)	Research Paper writing with Experimentation (ANOVA, MANOVA, ANCOVA, MANCOVA)	Correlation & Regression analysis	Lunch Break	Predictive analysis: Logistic vs ANN modelling	Query Handling
Day 3 (24 August, 2022)	EFA vs CFA	Data Mining with Cluster analysis	Lunch Break	Product Designing with Conjoint analysis	Query Handling
Day 4 (25 August, 2022)	SEM with AMOS, CFA, CMB	Writing paper with SEM	Lunch Break	Theory development with SEM	Query Handling
Day 5 (26 August, 2022)	Mediation with Process	Moderation with Process	Lunch Break	Moderated-Mediation with Process	Query Handling
Day 6 (27 August, 2022)	Bibliometrics analysis & Systematic Literature Review	Valedictory	Lunch Break		



PROFILES



Professor Prem Vrat

Professor Prem Vrat is the Chairman Board of Governors of Indian Institute of Technology (ISM) Dhanbad with additional charge as Chairman BOG of IIT Mandi. An outstanding academic, Prof. Prem Vrat, is the Pro-Chancellor; Professor of Eminence, and Chief Mentor at The NorthCap University, Gurugram (formerly ITM University, Gurugram). Just prior to joining ITMU as the Vice-Chancellor, in September 2011, he was Professor of Eminence at the Management Development Institute (MDI), Gurugram. Prof. Vrat was Founder-Director, IIT Roorkee; Vice-Chancellor, U.P. Technical University, Lucknow (now known as APJAKTU, Lucknow); Professor, Head, Centre for Management Studies, Coordinator Applied Systems Research Program, Dean, Dy. Director and Director (Officiating) at IIT Delhi; Professor and Division Chairman of Asian Institute of Technology, Bangkok. He is an Honorary Professor at IIT Delhi and Distinguished Adjunct Professor at AIT, Bangkok. He was Chairman, Board of Governors of WIT, Dehradun, a constituent institute of Uttarakhand Technical University.



Dr. Vikas Nath

Dr. Vikas Nath has more than twenty-four years of experience in teaching, research, academic administration and Industry. Two times he has been recipient of Best Director Award by ASSOCHAM, Gujrat Council and had also received best teacher award. He had worked as Director IQAC, Director (Planning and Implementation) and Director at accredited B Schools of repute and looked after accreditation, rankings and rating processes of the institutions for QS I Gauge, UGC 12 B, NIRF Ranking, NAAC, ISO 9000 and ISO 14000 certifications and other national leading magazines.

He has also supervised award winning projects to students of MBA, completed one UGC sponsored Major Research Project and has rich experience of supervising cross-cultural teams of students abroad. Dr. Nath has visited HEIG VD, Switzerland where he had supervised students from America, Switzerland and NIT (Karnataka). He has keen interest in organising Faculty Development Programmes in the area of Research Methodology and Marketing. He is also Accredited Management Teacher (AMT) from AIMA. He has supervised six PhD scholars, three MPhil students in areas of Green Banking, Permission Marketing, Mobile Marketing, cross cultural marketing, Financial Inclusion etc.



Dr. Ajay Kumar Chauhan

Dr Ajay Kumar Chauhan is working as Director FPM, at UBS, Mumbai. He is the international consultant of quantitative methods. He is a visiting faculty with MDI, IMT, NMIMS, IIFT, NIT etc. Earlier he was associated with IMT- Ghaziabad as a full-time faculty for eight years. He is M.Sc. Mathematics, MBA Finance, UGC NET and has also done a PhD in Finance. He has published 25 international research papers (including ABDC A category and B category) and three books. He is a well-known trainer of data science and analysis and has conducted more than 1000 national and international training workshops on topics such as 'Financial Econometrics', 'Time series analysis', "Machine Learning using R and Orange", 'Structural Equation Modelling (SEM)', 'Panel Data Analysis,' and 'Business Research Methods,' in reputed institutions of India such as NHPC, Coca Cola, IMT Ghaziabad, UGC-Academic Staff Colleges, IIFT, Delhi University, NHPC, National Institute of Technology (NIT), IIIT, Ministry of Communications and many more. He also taught in Bulgaria and done an advance course in econometrics from Switzerland.



Dr. Priyanka Banerji

Dr. Priyanka Banerji is Assistant Professor (Selection Grade) of Economics at School of Management and Liberal Studies, The NorthCap University. She has 11+ years of experience of working in academia. She has completed her Ph.D. in Applied Economics in the year 2012 from University of Lucknow, Lucknow and has qualified CBSE-NET. Her area of specialization is Economics with interest in Statistics, Applied Economics, Indian Economy, Developmental Economics, Microeconomics and Macroeconomics

She has completed PGDBA from Symbiosis, Pune. She has also completed PGDCA. Her research papers have been published in various peer reviewed National and International Journals in the areas of Humanities & Social Sciences, Business Management. She is always in pursuit of challenging assignments that would facilitate the maximum utilization and application of her broad skills and expertise in making a positive difference to the organization. What she likes most, cherishes & enjoys most is interactions with her students.



Dr. Deergha Sharma

Dr. Deergha Sharma is faculty in finance and accounting area with more than twelve years of work experience. Currently she is working as Assistant Professor (Selection Grade) in School of Management at The NorthCap University, Gurgaon. She has completed her Ph.D from University of Rajasthan, Jaipur on the topic "Working of public sector banks with special reference to NPA" in 2012. She has more than twenty-five publications to her credit and her research papers and case studies have been published in journals of international and national repute including the journals listed in Scopus, Web of Science and ABDC Journals list. She has actively participated in several International and National conferences to present her work. Currently she is guiding three research scholars at The NorthCap University. Her key research areas are Banking Sector operations, Financial Modelling, Fuzzy logic and decision making.



Dr. Deependra Singh

Dr. Deependra Singh is currently working as an assistant professor at the School of Management and Liberal Studies, The NorthCap University, Gurugram, India. He completed his PhD in the area of customer-brand relationship under marketing management from Atal Bihari Vajpayee Indian Institute of Information Technology and Management (ABV- IITM), Gwalior, Madhya Pradesh, India. His teaching interests include marketing research and analytics, brand and advertisement management, marketing management, business statistics etc.

Dr. Singh is actively involved in research along with teaching. His research interests include consumer-brand relationship, customer behaviour, branding, retailing etc. related to marketing management. He has presented several research studies at various international and national conferences/seminars. His research contribution has been published by different international refereed journals of repute such as Journal of Relationship Marketing, International Journal of Tourism Cities, Journal of Creative Communications, International Journal of Electronic Marketing and Retailing, indexed in reputed databases like Scopus, ABDC, Clarivate Analytics, Indian Citation Index, EBSCO, Google Scholar etc.