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
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.
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 - CNRB00000350
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/Kzaq8TSTBmtJxXDumlpve

Chief Patrons
Mr. V Daulet Singh, Chancellor
Mr. Avdhesh 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

Contact Details:
Email id: somevents@ncuinindia.edu
WhatsApp group link:
Contact No:
Dr. Priyanka Banerji: +91 9781200840
Dr. Deergha Sharma: +91 9650416161
Dr. Deependra Singh: +91 7376154823
<table>
<thead>
<tr>
<th>Session/Day</th>
<th>Session 1 (09:30 AM-11:30 AM)</th>
<th>Session 2 (12:00 AM-02:00 PM)</th>
<th>Lunch break (02:00 PM-02:30 PM)</th>
<th>Session 3 (02:30 PM-04:30 PM)</th>
<th>High Tea (04:30 PM-05:00PM)</th>
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<tr>
<td>Day 1 (22 August, 2022)</td>
<td>Introduction of SPSS, 10 Golden Commands in SPSS</td>
<td>Dealing with Descriptive analysis, Distribution and Outliers</td>
<td>Lunch Break</td>
<td>Hypothesis testing (t, z, F and chi-square)</td>
<td>Query Handling</td>
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<td>Day 2 (23 August, 2022)</td>
<td>Research Paper writing with Experimentation (ANOVA, MANOVA, ANCOVA, MANCOVA)</td>
<td>Correlation &amp; Regression analysis</td>
<td>Lunch Break</td>
<td>Predictive analysis: Logistic vs ANN modelling</td>
<td>Query Handling</td>
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<td>Day 3 (24 August, 2022)</td>
<td>EFA vs CFA</td>
<td>Data Mining with Cluster analysis</td>
<td>Lunch Break</td>
<td>Product Designing with Conjoint analysis</td>
<td>Query Handling</td>
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<td>Day 4 (25 August, 2022)</td>
<td>SEM with AMOS, CFA, CMB</td>
<td>Writing paper with SEM</td>
<td>Lunch Break</td>
<td>Theory development with SEM</td>
<td>Query Handling</td>
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<td>Day 6 (27 August, 2022)</td>
<td>Bibliometrics analysis &amp; Systematic Literature Review</td>
<td>Valedictory</td>
<td>Lunch Break</td>
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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 Uttrakhand Technical University.

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 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, IIIFT, 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 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 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 competed 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 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-IIITM), 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.