

RAJAGIRI BUSINESS SCHOOL, KOCHI



WORKSHOP ON ANALYTICS IN BEHAVIORAL SCIENCES

Rajagiri Business School,

Rajagiri Valley, Kakkanad, Kochi - 682 039, Kerala, India.

Website: www.rajagiribusinessschool.edu.in

Program Schedule

Day 1						
9:00-10:30		11:00- 01:00		02:00-03:30		04:00-05:30
How to write a publishable manuscript? <ul style="list-style-type: none"> • Introduction • Literature Review • Research gap • Methods • Results • Discussion • Reporting standards (APA, Harvard) 	10:30 - 11:00 (High Tea)	Introduction to Research Methods <ul style="list-style-type: none"> • Survey and • Experimental Research Design 	01:00 - 02:00 (Lunch Break)	Descriptive Statistics <ul style="list-style-type: none"> • Tables • Graphs • Plots etc. 	03:30 - 04:00 (Tea Break)	Correlation <ul style="list-style-type: none"> • Bivariate • Partial • Effect size
		Research Tools Questionnaires design		t-test <ul style="list-style-type: none"> • Student t-test • Paired sample t-test • Independent sample t-test 		Regression <ul style="list-style-type: none"> • Bivariate • Multiple • Simultaneous • Stepwise • Hierarchical • Multicollinearity
		Exploring Data <ul style="list-style-type: none"> • Types of Data • Missing values • Normality • Common Method Bias 		Chi-square test Goodness of fit		
Day 2						
ANOVA		Exploratory Factor Analysis		Hands-on Experience		Introduction of Structural Equation Modeling (SEM)
ANCOVA		Cluster Analysis				Confirmatory Factor Analysis (CFA)
MANOVA		Conjoint analysis				
Day 3						
AMOS		Path analysis		Partial least Square-SEM		Hands-on Experience
CFA <ul style="list-style-type: none"> • Reliability and Validity • Fit Indices • Bootstrapping 		Mediation		Formative Model		
		Moderation		Reflective Model		
		Endogeneity				Certificate distribution

Program Highlights

- Dates: 10 January 2020 – 12 January 2020
- Last date for Registration: 8 January 2020
- Fees: **Rs. 6000** (Inclusive of GST)
- Total no. of seats: 30
- Target Audience: Faculty Members in the areas of HR, Marketing, Psychology, and Sociology.
- Participants will have to bring their own laptop with SPSS, AMOS, and SmartPLS installed.
- Participants should arrange their own boarding and lodging.
- Lunch and high-tea will be provided.
- Resource Persons:
 1. Prof. Chandan Parsad (FPM, IIM Raipur)
 2. Prof. Shashank Mittal (FPM, IIM Raipur)
 3. Prof. Sitanshu Sekhar Das (Ph.D., IIT Kharagpur)
 4. Prof. Priya Alat (Ph.D., IIT Kharagpur)
 5. Prof. Aviral Kumar Tiwari (Ph.D., ICFAI)

Registration Link - <https://tiny.cc/w36ufz>

- A/C Details:
- Name of A/C: Rajagiri Business School
- Bank Name: South Indian Bank Ltd.
- A/C Number: 0587053000001922
- Type of A/C: Savings Account
- IFSC: SIBL0000587
- Branch Name: Rajagiri Valley Branch, Kakkanad.

About Rajagiri Business School

Rajagiri Business School (RBS), established in the year 2008, is part of Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark and to the integrated business township, SmartCity Kochi. RBS provides a two-year full-time Post Graduate Diploma in Management (PGDM) approved by the All India Council for Technical Education (AICTE) and recognized as equivalent to MBA Degree of an India University by Association of Indian Universities (AIU). The PGDM program of Rajagiri Business School is accredited by the Accreditation Council for Business Schools and Programs (ACBSP) and National Board of Accreditation (NBA).

For Further Details Contact:

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