WORKSHOP

ON

MULTIVARIATE DATA ANALYSIS

USING SPSS AND AMOS

A

PUBLICATION FOCUS

On 2nd – 4th February, 2017

Organized by
Executive Education and Faculty Development Program Committee

T. A. Pai Management Institute

Manipal - 576 104, Karnataka, India
Phone: 0820-2701000
Website: www.tapmi.edu.in

Why attend a FDP at TAPMI?

The T. A. Pai Management Institute (TAPMI) is one among the management Institutes with the globally coveted AACSB accreditation. This mandates every faculty of TAPMI to publish in reputed peer reviewed journals. Publication has been a focus area of TAPMI for several years now. We are among the top business schools for publication in India. TAPMI has 45 PhD faculty and nurtures research big time. This program is TAPMI's commitment to extent its expertise in paper publications to other management institutes to facilitate career development of the faculty in other institutes as also help the institutions set higher benchmark for publication and to embark upon procuring the coveted AACSB accreditation.

Why Multivariate Data Analysis?

Multivariate techniques like Regression and Factor Analysis are 2 most important tools for research. These methodologies study more than one variable at a time and concentrate on degree of relationship between variables of interest. Also, in a situation where a series of dependent-independent relationships areexamined simultaneously or a situation where the validity of the measure has to be established, Structural Equation Modeling (SEM) provides you the power to analyze. These situations are typical in research in most disciplines like psychology, marketing, organizational and information systems research. These research methodologies are crucial to start the journey of research and publications. The applications of these techniques are innumerable and proven through countless academic publications.

Why SPSS and AMOS?

SPSS (Statistical Package for Social Studies) software has a long history of user-friendly statistical tool. AMOS, on the other hand, is the most user-friendly statistical software for SEM. Researchers, faculty members and industry executives around the globe have been using SPSS and AMOS in doing data analysis for the same reason.

Learning Outcomesof the Program

The Programme shall be carried out in a workshop modeusing hands on lab sessions with valid data sets using SPSS & AMOS. The learning outcomes of the program are

1. Apply the multivariate data analysis techniques (regression and factor analysis) using SPSS
2. Creating SEM (Structural and Measurement) Models using AMOS
3. Analyse the results of the SEM Models
4. Integrate and post the results of the analysis appropriately in a research paper

Who should subscribe to this Program?

- Research Scholars/ Faculty Members who aspire to publish
- Industry Executives / People engaged in data analysis and research using contemporary statistical techniques

Prerequisites

An open mind and willingness to learn is all that we look for.

Program Content

Day1 – (2-Feb, 2017: Thursday)

TIME	TOPIC
9.30-11 a.m.	**Conceptual Foundations of Factor Analysis**
11-11.15 a.m.	**TEA BREAK**
11.15-12.45 p.m.	**HANDS ON – Factor Analysis**
12.45-1.45 p.m.	**LUNCH**
1.45-3.15 p.m.	**Conceptual Foundations of Regression Analysis**
3.15-3.30 p.m.	**TEA BREAK**
3.30-5 p.m.	**HANDS ON – Regression Analysis**

Day2 – (3-Feb, 2017: Friday)

TIME	TOPIC
9.30-11 a.m.	**Types of Regression Analysis**
11-11.15 a.m.	**TEA BREAK**
11.15-12.45 p.m.	**HANDS ON – Types of Regression Analysis**
12.45-1.45 p.m.	**LUNCH**
1.45-3.15 p.m.	**Introduction to Structural Equation Modeling (SEM)**
3.15-3.30 p.m.	**TEA BREAK**
3.30-5 p.m.	**Introduction to Confirmatory Factor Analysis (CFA)**

Day 3 – (4-Feb, 2017: Saturday)

TIME	TOPIC
9.30-11 a.m.	**HANDS ON – Amos Graphics - CFA**
11-11.15 a.m.	**TEA BREAK**
11.15-12.45 p.m.	**Model Idendtification, Model Fit, Model Improvement**
12.45-1.45 p.m.	**LUNCH**
1.45-3.15 p.m.	**Structural Model – HANDS ON**
3.15-3.30 p.m.	**TEA BREAK**
3.30-5 p.m.	**Reporting the Results and Valedictory**

Participant Fee*

Participants Category	Fee without accommodation (inclusive of taxes)	Fee with accommodation (inclusive of taxes)
Research Scholars	**Rs. 3000/-**	**Rs. 6000/-**
Faculty Members / Others	**Rs. 5000/-**	**Rs. 8000/-**
Research Scholars (Group)	**Rs. 2500/-**	**Rs. 5500/-**
Fac.Members/Others(Group)	**Rs. 4000/-**	**Rs. 7000/-**

*Group is 3 or more members from same institute.

Fee includes:

✓ **Workshop registration and Kit (materials)&Refreshments for 3 days during the workshop**

✓ **Post-program support for analyzing your data and preparing your paper;and joint publication**

Payment Mode: Internet Banking or Cheque/DD deposit in Branch/ATM

The participation fee should be transferred to the following Account

Syndicate Bank A/c no: 24202200000011

Bank &Branch: Syndicate Bank, TAPMI Branch, Manipal

A/c Name: T A Pai Management Institute

Swift Code: SYNBINBB014RTGS/NEFT Code: SYNB0002420

After payment, kindly register yourself online by filling the details at "http://tinyurl.com/puqhcvn"

Note:

1. While making the online transaction, kindly mention "<Your Name>-MVDAWKSHP-fee" (e.g.: Rahul-MVDAWKSHP-fee) in the Transaction Remarks field of the online registration fee.

2. Cheques/ Drafts should be submitted in any Syndicate Bank ATM or branch bearing the A/C no. given above and the details should be given in the Transaction Remarks field of the online registration form. Do not send the Cheque or draft to the Institute.

Profile of Resource Persons

Dr. Shirshendu Ganguli *(Associate Professor, TAPMI)*	*Dr. Kartikeya P. Bolar* *(Assistant Professor, TAPMI)*
He has 15 years of Academic, Corporate and Research Experience. He has spent a year @ Bentley University, Waltham, USA as a Visiting Research Scholar. He has published in journals of repute, viz. Marketing Management Journal, Managing Service Quality, International Journal of Bank Marketing, Total Quality Management & Business Excellence, Journal of Services Research, International Journal of Services, Economics and Management. He has conducted several workshops on SEM and Research Methods. He has attended and presented papers at both international & national conferences. His research interests include Service Quality, Customer Experiences and Customer Relationship Management.	He serves as an Editorial Board member of Journal of Internet Banking and Commerce. He has 13 years of Academic and Research Experience. He has spent a year @ University of Toledo, Ohio, USA as a Visiting Research Scholar. He has published in journals of repute, viz. Journal of Internet Banking and Commerce, Emerald Emerging Market Case Studies, IUP Journal of Management Research, IUP Journal of Business Strategy. He has conducted several workshops on SEM, Research Methods and Business Analytics. He has attended and presented papers at international & national conferences.His research interests are E-commerce Diffusion, Data Mining, Business Analytics and Technology Adoption.