



**Amity University Uttar Pradesh**

**Amity College of Commerce and Finance (ACCF)**

**Workshop**

**on**

**Quantitative and Qualitative Methods**

September 6-10, 2021

**RANKED AMONGST  
THE TOP 3%  
UNIVERSITIES  
GLOBALLY**

QS and THE are the world's leading  
Global University Rankings Organisations





## About Amity

Amity is a leading education provider in India with 29 campuses across India and offers 240 programmes. It has more than 4,000 faculty and 95,000 students studying in various disciplines from school to Post-Doctoral levels. Its campuses are spread across National and International locations such as London, New York, Singapore, San Francisco, Dubai, Romania, Taiwan and Mauritius.

## About ACCF

ACCF is a constituent college of Amity University Uttar Pradesh, specializing in capacity building of professionals for promoting highest standards of professional competence and practice. ACCF plays a pivotal role in developing management professionals. The emphasis is not only on promoting academic excellence but also on grooming true leaders and team players by empowering them with additional skills to enable them to integrate seamlessly in the corporate world.

## About Workshop

The program has been designed for doctoral students and faculty from a cross-section of disciplines. The objective of this program is to emphasize on a broad range of techniques and software available in research methods and data analytics. It will address issues in quantitative and qualitative research methods and data analytics like selection of appropriate analytical tools, right software, interpretation of outputs and effective report writing.

## Workshop Objectives

- ❖ The purpose of this intensive workshop is to train the participants in using advanced quantitative and qualitative methods for research.
- ❖ To provide hands-on experience in analyzing and interpreting data using SPSS and Smart -PLS.
- ❖ To acquaint the participants with bibliometric methods (e.g., co-citation analysis, bibliographic coupling) and topic modelling.
- ❖ To provide a hands-on experience using NVivo for qualitative data analysis.

## Pedagogy

The workshop will be highly experimental and interactive with lectures, discussions, presentations, and hands-on session on SPSS, Smart PLS and NVivo. Participants will be provided with the relevant industry example data sets for the purpose of analysis to facilitate experiential learning which they can further use for data analysis and paper publication.

## Attendees

Doctoral students and faculty members from India and abroad.

## Learning Outcomes

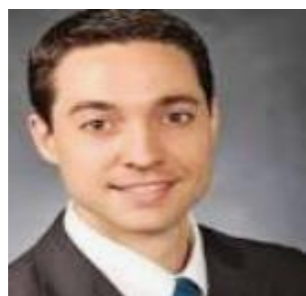
Upon successful completion of the workshop, the participants are expected to:

- ❖ Develop a deeper understanding of the concepts of quantitative and qualitative research.
- ❖ Apply various statistical tools and techniques for analyzing quantitative data and interpret the results using SPSS and Smart PLS.
- ❖ Learn scientific methods of literature review in order to assess the quantity and quality of research publications using bibliometric analysis method.
- ❖ Be able to analyze qualitative data using software package NVivo.

# Speaker's Profile



**Dr. Ivan Zupic** is a Faculty in Entrepreneurship at the Institute of Management Studies, Goldsmiths, University of London. He completed his Ph.D. in Management and Organisation at Faculty of Economics and Business, University of Ljubljana, Slovenia. His research interests include digital strategy & innovation, technology entrepreneurship, high-growth firms, entrepreneurial ecosystems and research methods. His research has been published in peer-reviewed journals such as *Organizational Research Methods*, *European Management Journal* and *Management Decision*. Before entering academia, he worked as a consultant in the IT industry and as a journalist/photographer in the media.



**Dr. James Gaskin** is an Associate Professor of information systems at Brigham Young University, Utah. He has published 160+ scientific articles in prestigious journals and conferences. His research focuses on augmented reality, human-computer interaction, and human cognition. Dr. Gaskin is best known for his efforts to make advanced statistical methods, like structural equation modeling, accessible to the world. His statistics YouTube channel and accompanying "StatWiki" are viewed thousands of times each day with nearly 20 million views to date. Dr. Gaskin is also a serial entrepreneur, having helped start eight companies in the last eight years.



**Dr. Ajay Kumar Chauhan** is working as independent 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), IIT, Ministry of Communications and many more. He also taught in Bulgaria and done an advance course in econometrics from Switzerland.



**Dr. Bhawna Agarwal** is Professor at Amity College of Commerce and Finance, Amity University Uttar Pradesh, Noida. She is PhD in Statistics from Veer Narmad South Gujarat University, Surat. She has published papers in indexed journals of national and international repute such as *scopus*. She has presented and contributed papers at prestigious conferences in India and abroad. She is a full professional member of International Association of Educators and Researchers. She is trained in various statistical software such as SPSS, Smart PLS, AMOS, Data Analysis VBA etc.



**Dr. Anindita Bhattacharjee** is an Assistant Professor at Amity College of Commerce and Finance, Amity University Uttar Pradesh, Noida. She did her Ph.D. in Computational Neuroscience, modelling and simulation of neuronal models. She also has interest in Mathematical modelling of Finance and statistical behavior of market data and predictive analysis. She has published research papers in prestigious and reputed journals. She is a life time member of professional bodies like IAENG (International Association of Engineers) and Forum of Global Knowledge Sharing, a platform of researchers and academicians of Finance and Economics across the country and is also the editorial board member of "Frontiers in Science Technology and Application", a multi disciplinary journal by an international team of renowned scientists, under the aegis of Science for Inclusive and Integrated Development Trust (SIID).

## Certificates-

Participants will get participation e-certificates.

# Programme Schedule



Date	Time	Topic	Resource Person
06.09.2021	10:30-13:00 hrs	Introduction to Research, Types of Research, Types of Data, Scale and Measurement, Hypothesis Development, Introduction to SPSS, Hands- on - training on creating and importing data on SPSS, Handling Descriptive Statistics on SPSS, Parametric vs Non-Parametric Tests- Concepts	Dr. Bhawna Agarwal & Dr. Anindita Bhattacharjee
	14:00-16:30 hrs.	Quantitative Approaches to Literature Review Using Bibliometric Methods	Dr. Ivan Zupic
07.09.2021	10:30-13:00 hrs	Hands-on-training on SPSS - Parametric vs Non-Parametric Tests-	Dr. Bhawna Agarwal
	14:00-16:30 hrs.	Association and Prediction Analysis (Parametric and non-parametric) & Factor Analysis - Concepts	Dr. Anindita Bhattacharjee
08.09.2021	10:30-13:00 hrs	Association and Prediction Analysis (Parametric and non-parametric) & Factor Analysis - Hands-on-training on SPSS	Dr. Bhawna Agarwal
	19:30-21:00 hrs	Introduction to Smart PLS, Preparation of data, Load the data, Basic Statistical Assumptions in SmartPLS, Measurement Modeling (formative and reflective), Path Modeling, Mediation Testing, Multigroup Analysis and Interactions	Dr. James Gaskin
09.09.2021	10:30-13:00 hrs	In depth guidance to Structural Equation Modeling(SEM) and Smart PLS, Items and Constructs, Formative and Reflexive Constructs	Dr. Ajay Chauhan
	14:00-16:30 hrs.	Validity Testing with Smart PLS and Structural Equation Modelling using Smart PLS	Dr. Ajay Chauhan
10.09.2021	10:30-13:00 hrs	Confirmatory Tetrad Analysis, Predictive Relevance and Blindfolding using Smart PLS, Mediation Analysis and Moderation Analysis using Smart PLS	Dr. Ajay Chauhan
	14:00-16:30 hrs.	Qualitative Analysis using NVivo	Dr. Ivan Zupic



## Registration Details

Participants	Fee Payable
From India	INR 1000
From Abroad	USD 50

Last date of registration: **September 5, 2021**

Registration Link : <https://www.amity.edu/accf/QQM2021/>

### Programme Chairperson

Prof.(Dr.) Balvinder Shukla  
Vice Chancellor  
Amity University Uttar Pradesh

### Programme Director

Dr. Sujata Khandai  
(Deputy Dean-Academics and Director- ACCF)

### Programme Coordinators

Dr. Bhawna Agarwal, Professor

Dr. Anindita Bhattacharjee, Assistant Professor

Dr. Geeta Mishra, Associate Professor (M-9811124802)

Dr. Vidhi Tyagi, Assistant Professor (M- 9910072403)

Dr. Miklesh Prasad Yadav, Assistant Professor (M-991259485)

Dr. Anjali Munde, Assistant Professor (M-9910310399)

Dr. Nitin Kumar Sharma, Assistant Registrar (M-9810021062)

---

### Contact Details

E-mail Id – [accfworkshop@gmail.com](mailto:accfworkshop@gmail.com)