



7th August to 9th August 2019

Three Days Workshop on “Advanced Data Analysis in Social Sciences and Management”

The Three days workshop on “Advanced Research Methods, Tools and Techniques” was conducted by Amity Business School, Amity University Madhya Pradesh on 7th, 8th and 9th August 2019 for the academicians and research scholars who are actively engaged in teaching and research.

Objectives of the Workshop

1. To provide clear understanding on how to make an effectual and impressive thesis for PhD.
2. To provide clear understanding on Do’s and Don’ts for PhD topic selection and research paper publications.
3. To provide broader understanding of what, when, why and how to use different statistical tools and techniques.
4. To provide adequate expertise in handling SPSS software.
5. To provide exposure of Data Analysis techniques using SPSS.

Details of workshop

Prof. (Dr.) Anil Vashisht has given introductory lecture on the workshop; he explained the opportunities and challenges in the field of Business Research.

Dr. Anil Singh Parihar (Faculty member-Amity Business School) continued the session by explaining how to conduct research in a systematic manner in order to derive useful results. He also guided the scholars on how to choose research topics, making of questionnaire and dos and don’ts of making effective PhD thesis. The fundamental topics in research like Scales of Measurement and Hypothesis testing were elaborated upon by Mr. Harendra Singh (Faculty member-Amity Business School), who also took practical sessions thereafter.

The theory and practical sessions on different statistical tools and techniques, using SPSS, like, Parametric tests and Non parametric tests were taken up by Dr. Anil Singh Parihar. Topics like Introduction to SPSS, Data Transformation and File Handling, Reliability

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Analysis and Validation of Scale Items, Descriptive Statistics: Analyzing frequencies with Central tendency, Dispersion and Distribution, T-test, ANOVA, Chi-Square Test, Correlations :Bivariate and Partial, Regression Analysis, Dimension Reduction using Factor Analysis, Plagiarism and its importance etc. were taken up by Dr. Anil Singh Parihar.

Mr. Harendra Singh explained various tests with the help of MS Excel.

The workshop intended to train the participants on practical aspects of research so that they could become performing researchers and better academicians. The feedback taken from all the participants was very encouraging. All the participants attended the workshop very actively and took interest in all the sessions. They found all the sessions very useful and were very excited and enthusiastic during the entire workshop. All the participants showed their intent to participate in similar workshops, if organized by Amity University Madhya Pradesh in future.

At the end of the workshop the certificates were distributed among the participants by Prof. (Dr.) Anil Vashisht, Director Amity Business School.

The successful conduction of the workshop further strengthened the brand image of Amity University, as a research and innovation driven university among research scholars and academicians across different institutions and universities.

Event at a Glance


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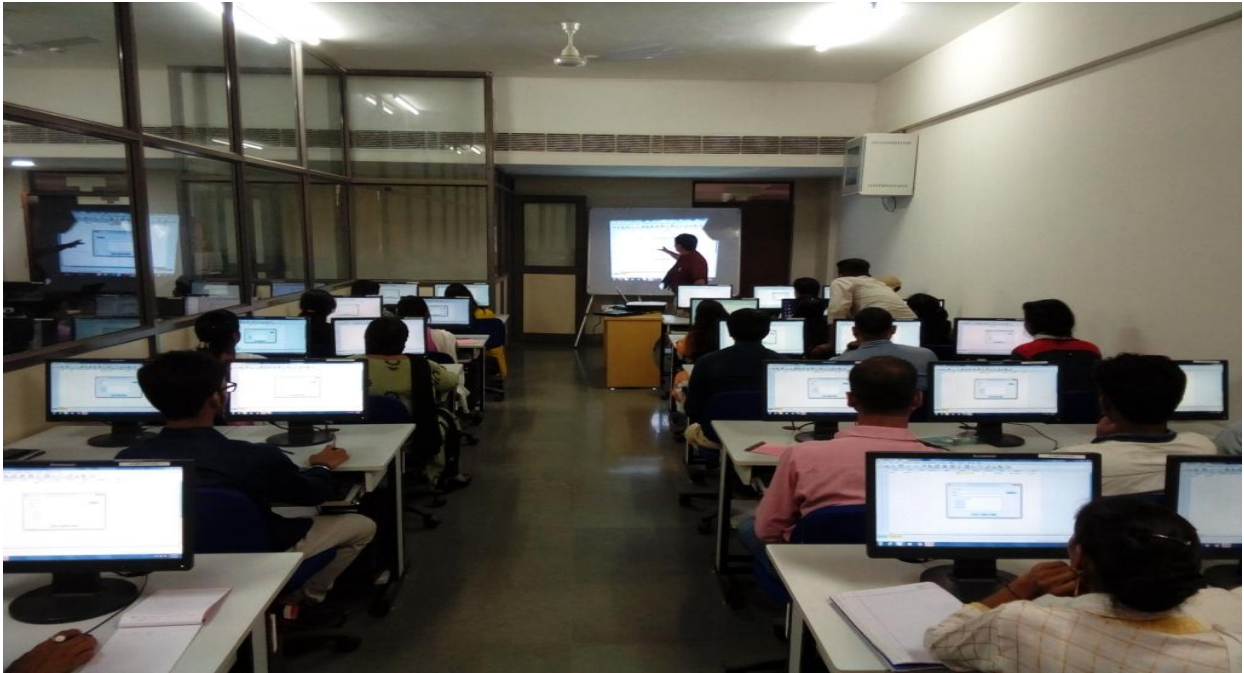


Prof (Dr.) Anil Vashisht Director, Amity Business School, addressing the participants



Workshop participants and faculty members with Prof.(Dr.) Anil Vashisht, Director-Amity Business School, AUMP

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Dr. Anil Singh Parihar, Faculty member, Amity Business School taking session during workshop



Mr. Harendra Singh, Faculty member, Amity Business School taking session during workshop

Outcome report

- The resource persons for the workshop enriched the sessions with their in depth knowledge. Participants from outside and from the other departments within AUMP were benefited by their deliberations.
- Workshop created great amount of research orientation among the participants

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- Participants were exposed to real time requirements of handling SPSS based data analysis.
- The practical sessions gave hands on experience to the participants about tools and techniques used while analyzing data in a research project.
- The workshop on Research Methodology and Data Analysis credibly enhanced the reputation of AUMP as a research and innovation driven University by providing valuable inputs and technical knowhow to research scholars towards carrying out their future research projects

A handwritten signature in blue ink, appearing to read 'Ajay Jain'.

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