

Date	Time	Topics	Description
Nov 20, 2023 Monday	4 pm to 7 pm	Introduction to quantitative research methods	Inferential statistics and Hypothesis testing, Anova, one way Anova, using SPSS
Nov 21, 2023 Tuesday	4 pm to 7 pm	Anova, Regression	Two way Anova using SPSS. Multiple linear regression, Logistic regression
Nov 22, 2023 Wednesday	Practice assignments through asynchronous mode		
Nov 23, 2023 Thursday	4 pm to 7 pm	Introduction to Factor Analysis and Structural Equation Modelling	Factor Analysis and SEM with SPSS
Nov 24, 2023 Friday	4 pm to 7 pm	Scale development discussion, Exploratory Factor Analysis	EFA using AMOS /PLS
Nov 25, 2023 Saturday	Practice assignments through asynchronous mode		
Nov 26, 2023 Sunday	Practice assignments through asynchronous mode		
Nov 27, 2023 Monday	4 pm to 7 pm	Confirmatory Factor Analysis	CFA using AMOS /PLS
Nov 28, 2023 Tuesday	4 pm to 7 pm	Confirmatory Factor Analysis	CFA using AMOS /PLS
Nov 29, 2023 Wednesday	Practice assignments through asynchronous mode		
Nov 30, 2023 Thursday	4 pm to 7 pm	Model confirmation & Reporting	Model confirmation, Reporting & certificate distribution and closing

Registration Fee			
1	Students	₹ 799/-	Registration fee includes study materials (e-mode)  10% discount will be given to 3 or more participants from the same organization / Institute
2	Faculty and Academicians	₹ 1599/-	
3	Research Scholars	₹ 1000/-	
4	Industry Professionals	₹ 1599/-	

**Registration Link :**

<https://docs.google.com/forms/d/1qLiUuCqDDIvf1kgD2rwm8aUXeoFuwocy2A6qNZLMI5Y/edit?usp=drivesdk>

**Pay & Register :**

[https://smartpay.easebuzz.in/105064/markcon\\_2024](https://smartpay.easebuzz.in/105064/markcon_2024)



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Approved by AICTE, Ministry of Education (Govt)

**ONLINE  
MODE**

**A Research Workshop**

On

**Quantitative Research Using  
SPSS and AMOS/PLS****About IBA**

Indus Business Academy (IBA), Bangalore, is a leading Business School offering two year full-time PGDM (Post Graduate Diploma in Management) programme. PGDM programme is approved by AICTE (All India Council for Technical Education) and the Ministry of Education (Govt. of India). IBA, Bangalore is an Internationally Accredited B-School by IACBE (International Accreditation Council for Business Education, USA). International accreditation sets IBA apart from among 5000-odd business schools and makes it one of the elite 60+ B-Schools that have obtained such global endorsement for quality. This group includes IIM – Ahmedabad, IIM – Bangalore, IIM - Lucknow, IIM -Kozhikode, MDI - Gurgaon, ISB - Hyderabad, IIM - Calcutta, TAPAI - Manipal, SP Jain Institute of Management & Research- Mumbai, IMI - New Delhi. The International Accreditation makes IBA - PGDM globally accepted for employment and further education. IBA places emphasis on research - orientated academics and hence initiates many cross-domain research deliberations through workshops and conferences.

**Quantitative research**

## About Workshop

Quantitative data analysis has become an integral part of research in academia and the corporate world. Researchers in the recent times are more inclined towards understanding the causal relationships between the independent variables and dependent variables in a research context. Researchers are using statistical tools like SPSS to analyze the responses aggregated through field surveys using questionnaires, experimental designs, etc.

Researchers, Faculty members, Management students find quantitative data quite complex because of the sheer nature of the data explaining a cause and effect relationship. In this direction, software assisted quantitative data analysis has become an essential way for many researchers in the past.

The research workshop intends to help researchers, faculty members, management students in building their skills to analyze quantitative data using SPSS and AMOS/PLS as software tools. The program is designed to cover all the relevant aspects of quantitative data analysis starting from data preparation, getting to know SPSS workspace, Inferential statistics, Hypothesis testing, ANOVA, Regression and Factor Analysis (EFA and CFA) using AMOS/PLS.

**Potential Beneficiaries:** Research scholars, Research Associates, Management students, Faculty members of academic institutes and the researchers from the corporate world.

**Unique Features of the Workshop:** Apart from the basics of quantitative research methods, the workshop offers to cover basics of research methods. It offers to cover the data analysis using SPSS as a statistical tool and also offers to provide hands on experience on Structural Equation Modelling using AMOS/PLS.

### Learnings :

- Basics of Quantitative research
- Inferential statistics and hypothesis testing
- ANOVA
- Regression
- Factor Analysis: EFA & CFA using AMOS/PLS

### Pedagogy:

SPSS, AMOS software (trial version) must be installed in the laptops by participants. All concepts will be explained with the help of quantitative data sets with the application of SPSS, AMOS/PLS for analysis and interpretations. Additional exercises will also be provided for practicing the discussed concepts and application. Participants are encouraged to bring in their data and queries for analysis and discussion. It is mandatory for all participants to carry their laptops fully charged (along with the chargers).

## Resource Persons

### Dr. Itam Urmila Jagadeeswari



Dr. Urmila is a faculty member and a PhD research guide at Jain University, CMS Business School, Bangalore. She received her PhD from Central University of Hyderabad and has a Master's degree from Andhra University. She has previously worked as a senior research fellow at University of Hyderabad. She has cleared the UGC-NET exam and has more than a decade of experience in teaching and research. She has previously worked as a senior research fellow at University of Hyderabad.

Dr. Urmila has been a facilitator of Doctoral programs and internal examiner for PhD programs at Faculty of Management Studies - Reva University and Faculty of Management Studies - Jain University, Bangalore. She has also been an external expert for reviewing PhD thesis at School of Commerce and Management Studies - Dayanand Sagar University, Bangalore.

Dr. Urmila has been a resource person for many faculty development programs and workshops related to quantitative techniques in research, citation methods and academic writing organized by various universities in India and abroad. She has been training researchers and academicians on tools and techniques like Structural Equation Modeling (SEM) using AMOS, PLS etc. She also has expertise in citation management tools (Mendeley) and has conducted workshops and FDPs in this regard.

Dr. Urmila has been a researcher par excellence. She has worked on various projects that were sponsored by UGC and many private entities. She has published her research works in top ranked journals that are indexed in ABDC, ABS and Scopus.

### Prof. G N Satish Kumar



G N Satish Kumar is a data scientist and academician with a vast experience in academics and Industry. He holds a BSc degree in Mathematics from Kakatiya University, Warrangal. He has a MDCA degree from JNNYC Hyderabad. He also holds a MBA degree in Management Information Systems from Kakatiya University, Warrangal. He has served as the Head of MBA department at Aurora college in Hyderabad till 2019. He is currently a data scientist with Ecom Software Solutions Pvt Ltd, Hyderabad and he is also a visiting

faculty at Narsee Monjee Institute of Management. Hyderabad. Prof. Satish Kumar has been a prolific researcher. He has published more than 30 articles in journals of repute. He has conducted many workshops and FDPs in research methods and statistical tools like SPSS, AMOS and Smart PLS at various management and research institutes. He has provided research guidance to more than 270 research scholars connected with esteemed institutions in India and in universities abroad.