



Faculty Development Programme on Research Methods and Data Analytics

June 01-05, 2020



भारतीय प्रबंध संस्थान तिरुचिरापल्ली
Indian Institute of Management Tiruchirappalli

Introduction

Research methods and data analytics have become an integral part of almost all areas of management, social sciences, humanities research. Advancement in computing technology has further raised the importance of data analytics and placed great demands on its applications to complex decision making problems. With the availability of various data analytical techniques and user-friendly analytical software such as SPSS Basic and SPSS Modeler, the ability to analyze large amount of data is not only desirable, but a necessity for academicians and researchers. Advanced data analytical techniques are usually very complex and confusing for beginners and intermediate researchers. The programme will address issues in research methods and data analytics like selection of appropriate analytical tools, right software, interpretation of outputs and effective report writing. The objective of this programme is to emphasize on broad range of techniques available in research methods and data analytics for academicians, practitioners and researchers from interdisciplinary domains.

Programme Content

1. Introduction to Data Analytics
2. Introduction to R Programming and Descriptive Analytics
3. Data Visualization
4. Measurement and Scaling, Questionnaire Development
5. Sampling and Hypothesis Testing
6. Introduction to SPSS, Cross Tabulation, Analysis of Variance (ANOVA), and Multivariate Analysis of Variance (MANOVA)
7. Advanced Spreadsheet Modeling
8. Introduction to SPSS Modeler
9. Predictive Analytics: Correlation and Linear Regression Modeling
10. Logistic Regression Modeling
11. Machine Learning and Deep Learning
12. Structural Equation Modeling
13. Introduction to Qualitative Research Methods
14. Interpretive Structural Modelling
15. Conjoint Analysis
16. Effective Report Writing



For Whom

This is a programme specially designed for faculty members from academic institutions/ universities / government and private colleges. In addition, practitioners and researchers from industry are also welcome.

Batch Size

As the programme is highly interactive and collaborative among the participants and accordingly the batch size is restricted to maximum sixty participants.

Pedagogical Approach

This programme follows a peer-learning approach. Hence, this would be a highly interactive and intensive programme. We believe in learning from each other and carrying the best practices of each other back home. Participants, being very senior in academics are expected to bring their valuable knowledge, experience and problems to the discussion so that we learn together. Programme directors and resource persons are mainly facilitators.

Programme Material

Programme kit will contain a basic reference, reading material and stationery. The presentations will be made available to participants, subject to the consent of the resource person.

Programme schedule

The programme will begin with the inaugural session on Monday, June 01, 2020 at 9:30 hrs with registration, followed by Orientation and inaugural session. Participants are required to check in on May 31, 2020, to be on time for the Programme. A detailed schedule will be shared with participants later along with the welcome letter.

Resources

IIM Tiruchirappalli's has a functional learning resource center and has access to electronic databases. The center which is fully air-conditioned and wi-fi enabled and has computer terminals for use by participants. However, participants may find it useful to bring their laptops to work on the projects. The classrooms are well furnished with AV facilities.

Programme Directors

Prof. Sujeet K. Sharma is an Associate Professor in the 'Information Systems & Analytics Area' at IIM Tiruchirappalli. Dr. Sharma has been teaching for more than 18 years in Oman, Bahrain and India, which has given him a wide experience in teaching and interacting with the students across multiplicity of cultural and ethnic backgrounds. Through his academic career, his background and expertise in Statistics, Mathematics, and Computer Science has enabled him to effectively design and deliver a number of courses, both basic and advanced, in the fields of Information Systems, Business Mathematics, and Business Statistics. Dr. Sharma has also conducted a number of FDPs on Research Methods in Oman and Bahrain.

Dr. Sharma has published 25 international journal articles in the past 6 years. His research articles have appeared in top-tier refereed international journals including Information Systems Frontiers, and Education and Information Technology by Springer; Government Information Quarterly, International Journal of Information management, Computers in Human Behavior, and Measurement published by Elsevier; Behavior and Information Technology and European Journal of Sports Sciences published by Taylor and Francis; and other articles published in reputed journal published by Emerald. His google scholar citations stand at 1150. Dr. Sharma is serving as the Editor-in Chief of the journal "International Journal of Business and Data Analytics" published by Inderscience, Switzerland.

Dr Prashant Gupta is a faculty member Finance area at Indian Institute of Management (IIM) Trichy. More than two decades of experience (since 1996) of Dr Prashant is a blend of industry, academics, research, training and consulting. He has served as Branch Head of Alpice Finance Ltd for around 5 years. Dr Prashant has shouldered many administrative responsibilities also like Program Director, Chief Proctor, Dean-Student Affairs and Dean, School of Management, Chairman Admissions (both at Gautam Buddha University and IMI, Delhi), Chairperson-PGDM Banking and Finance etc. He was a member of GBU delegation that went to the UK for foreign academic collaborations in July 2009.

Dr Prashant has also been actively involved in training and he has conducted various training programs for more than 40 companies for more than 4000 middle, senior and top-level executives of almost all Maharatna and Navratna PSUs like ONGC, IOC, Oil India, HPCL, NTPC, GAIL, NLC, Coal India etc. Dr Gupta has also conducted many Director's Conclaves for Board Members of various companies. In addition to this, he has also organized international training programs and trained more than 1000 Foreign Government Officers/ executives of Private Companies of around 55 countries, sponsored by Ministry of External Affairs, Government of India. Prof Gupta has also trained more than 400 academicians including Professors, Vice Principals, Principals, Deans, Vice Chancellors and BoG Members of more than 80 Universities and Institutions including Central Universities, State Universities, Technology Universities and NITs.

Prof Gupta has numerous publications in refereed International and National Journals and in the proceedings of the refereed International and National Conferences in his credit. He is a reviewer of various academic journals including Vikapla, African Journal of Business Management, Asian Journal of Management Cases (AJMC) etc. Dr Gupta has presented research papers in various refereed National & International conferences, including at Rome, Italy, Osaka, Japan, Stockholm, Sweden, Lyon, France, New York, America, Bangkok, Thailand, ISB Hyderabad, IIM Ahmadabad, IIM Bangalore, IIM Calcutta, IIM, Kozhikode, IIM, Indore, IIM Sambhalpur, IIT Mumbai, IIT Kanpur etc. He has also chaired sessions in many international and national conferences. He is also supervising doctoral students under him.

Prof Prashant has wide experience of doing projects/consulting for both Private and Government organizations, including Department of Public Enterprise (DPE), Ministry of Heavy industry, GOI. He is also on the Advisory Board of three companies. He has been part of 'selection panels' for appointing faculty members at various universities and institutions.

Prof Gupta was also a member & coordinator of Centre for Corporate Governance & Social Responsibility, member of Centre for Risk Management and member of Centre for Disruptive Innovation and Enterprise at IMI, Delhi. His areas of specialization are accounting, corporate finance, taxation and corporate governance. He is also a trained faculty member by Ivy Business School, Canada and International Finance Corporation (IFC), World Bank Group, USA on Corporate Governance. He has also served as a member of Accounting Standard Board, ICAI for year 2018-19.

Prof. Deepak K. Srivastava is a Professor at Indian Institute of Management (IIM), Tiruchirappalli. Before joining IIM-Tiruchirappalli, he was a professor at Institute of Management, Nirma University, Ahmedabad. He has more than seventeen years of academic experience. Dr. Srivastava has held visiting teaching and research assignments at various foreign universities such as Universidad Panamericana, Mexico City (Mexico); School of Business, Tecnológico De Monterrey, Campus Estado de Mexico (Mexico); Coggin College of Business, University of North Florida, Jacksonville (USA); Szechenyi Istvan University,

Gyor (Hungary); Corvinus University, Budapest (Hungary); University of Economics in Bratislava (Slovak) and Turku University, Turku (Finland). Dr. Srivastava is a co-author of South Asian adaptation of the Global Business textbook with Prof. Mike W. Peng, The University of Texas at Dallas, USA. He has published many research articles in journals ranked by ABDC.

Dr. Srivastava has been a member of the NAAC peer-team, the expert committee of State Public Service Commission, faculty selection committees of IIM and universities. Dr. Srivastava was a visitor's (Hon'ble President of India) nominee to Academic Council of Sikkim Central University. He has conducted several MDPs and FDPs. Dr. Srivastava has served on the editorial boards of many academic journals and acted as a reviewer of the annual conferences of the Academy of International Business. He also writes for leading newspapers such as Indian Express, The Economic Times, Hindu Business Line, Financial Express, DNA, Dainik Bhaskar, Amar Ujala and Dainik Jagran on policy related issues. His research interest includes internationalization of SME and Strategies of MNE.



Payment of Programme Fee

The details of programme fee (inclusive of 18% GST) for each participant is as under:

Rs. 23600/- (20,000/- Programme Fees with Single seater AC room in hostel + 3600/- GST)
Rs. 28320/- (24,000/- Programme Fees with Single seater AC room in guest house + 4320/-GST)

This programme fee covers expenses towards academic material fee, programme kit, lodging and boarding during the program.

Participants would be provided accommodation in Hostel/Guest house for six nights from 31st May, 2020 to 5th June, 2020, check-out would be on 6th June, 2020 by 11 am. Breakfast, Lunch and Dinner will be served at Staff Canteen to all the residential participants.

The programme fees can be paid in any one of these three ways:

1. Demand Draft drawn in favor of Indian Institute of Management Tiruchirappalli payable at Trichy.
2. Electronic Fund Transfer through NEFT/RTGS for which Account details of our Institute are given below. Bank A/C No: 32170820601 Name of the Bank: SBI Name of the Branch: IIMT Campus, ChinnaSooriyur Village, Pudukkottai Main Road, Tiruchirappalli-620024 Bank Branch Code: 71187 IFSC No: SBIN0071187 MICR No: 620002009
3. Online: Please refer the url <https://www.iimtrichy.ac.in/conference-online-payment>. Kindly share the details of transaction with EEC office after making online payment.

In case of online payment, kindly intimate the EEC office with the relevant transaction details through email, so that we can connect your remittance to your nomination. Please note that the confirmation of participation will be provided only on receipt of programme fees by EEC office.

Our correspondence address is as follows:

Executive Education & Consulting Office Indian Institute of Management Tiruchirappalli, Pudukkottai Main Road, ChinnaSooriyur Village, Tiruchirappalli - 620 024, Tamil Nadu Phone: 0431- 2505025
Email: eec@iimtrichy.ac.in

Venue & Contact Details

Indian Institute of Management Tiruchirappalli
Pudukkottai Main Road, Chinna Sooriyur Village, Tiruchirappalli 620 024.
Tel. +91-431-2505 025, E-mail: teqip@iimtrichy.ac.in

IIMT is Trichy-Pudukkottai highway situated at about 12 km from Tiruchirappalli International Airport and at about 18 km from Tiruchirappalli Railway station.

Logistics Support

Accommodation

Accommodation shall be arranged for 6 nights by IIM Trichy for the participants as per chosen residential facility. Participants may check-in on one day before the program and check-out on the next day after the end of the programme. (Check-in on 31st May, 2020 and Check-out on 6th June, 2020)

Note: If any participant wishes to arrive earlier before the check-in date or stay later after the check-out date, prior information would be required for that, and additional charges will have to be settled by the participant.

Please inform your travel plans in advance by emailing at eec@iimtrichy.ac.in.

Food

Breakfast and Dinner will be served at the staff canteen as per a fixed menu to the residential participants. Working lunch and refreshments will be served during the programme to all the participants.

Any additional charges for laundry, additional food or accommodation will have to be settled by the participant before check-out

Assistance

For programme queries:

Prof Sujeet Sharma, Phone: +91 431 2505 080, Email: sujeet@iimtrichy.ac.in
Prof Prashant Gupta, Phone: +91 431 2505 016, Email: prashant@iimtrichy.ac.in
Prof Deepak K. Srivastava: +91 431 2505017, Email: deepak@iimtrichy.ac.in

For queries on registration, accommodation, schedule

Ms. Sajeela M | eec@iimtrichy.ac.in | +91 431 2505 025



About IIM Trichy

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on 4th January 2011. IIM as a name has steadily become synonymous with excellence in management education and has established a benchmark for unwavering quality in India. IIM Tiruchirappalli aims to find its own footing in developing competent professionals for the industry and doing quality research in India. IIMT is functioning from its sprawling state-of-the-art campus spread over 175 acres of land on Trichy-Pudukottai highway, about 11 km from Tiruchirappalli International Airport.

IIMT offers the following academic programmes:

- PGPM: Two-year full-time Post Graduate Programme in Management
- FPM: Full-time doctoral programme Fellow Programme in Management
- PGPBM: Two-year part-time Post Graduate Programme in Business Management

Apart from regular academic programmes and Executive Education programmes, IIMT also provides consulting services to corporations and other organizations in different areas of management.



About Trichy

Trichy is situated at the center of Tamil Nadu state and is equi-distanced from Chennai, an auto capital and Bangalore, IT Capital of India. Trichy is known as a cultural capital of India, apart from this, it has different names like Temple Town and Boiler Capital of India. Tiruchirappalli (Trichy) is a prominent city for art and culture in the state of Tamil Nadu, India with several tourist attractions in the neighborhood such as Thanjavur and Kumbakonam, both are world heritage sites and is also a gateway to Rameshwaram and Madurai. It has a vicinity of industrial hub of Coimbatore and hill stations like Ooty and Kodaikanal.

How to reach Tiruchirappalli

By Air: The participants can reach either Chennai Airport or Trichy airport. Major public and private domestic airlines operate regular flights to Trichy from different parts of the country.

By Road: Trichy is located at convenient distance from significant cities in south India. An extensive road network connects the town with Bangalore (345kms), Madurai (142kms), Chennai (320kms), Ooty (302kms).

By Train: The railway station in Trichy lies on in between Chennai and Madurai. Both these stations are in turn connected to the rest of the country by several important trains.