

Management Development Programme

---

**Data Analysis for Management Research**  
November 14-16, 2019



Programme Director

**Dr M. Kannadhasan**  
**Dr Parikshit Charan**  
**Dr Pankaj Singh**  
**Dr Dhananjay Bapat**

---

**Indian Institute of Management**  
**Raipur**

## **Introduction**

Data Analysis plays an important role in decision making. With the availability of powerful hardware and software data assessing tools have become accessible to the researchers. Skill to conceptualize represent and framing decision is an essential competence for practitioners and aspiring researchers and hence the program.

## **Objectives**

The objective of the workshop is to provide hands-on experience to the participants in analyzing and interpreting data using SPSS & Smart PLS software. The participants will learn about the use of various methods in research, how to design research, to collect data amenable for analysis, and the issues involved in coding, editing, analyzing, and reporting research data.

## **Contents**

This workshop will cover the following topics:

- Introduction to SPSS
- Basic statistical concepts
- Summarizing data: Descriptive statistics
- Comparing Means: one sample t' test, Independent Samples 't' test, Paired Samples 't' test
- Comparing Means: Analysis of Variances (One way and two factor model)
- Chi-square Analysis
- Correlation & Regression
- Factor analysis, Multiple Discriminant Analysis, Logistic regression.
- Structural Equation modelling using Smart PLS software
- Basic of Econometrics

## **Pedagogy**

The workshop will be skill oriented and would emphasize hands on data analysis using SPSS, Excel, and Smart PLS. Case studies and exercises will be used to supplement learning.

## **Faculty**

Experienced faculty of IIM Raipur along with eminent experts from the industry will conduct the sessions.

## **Who should participate?**

The Programme is primarily meant for researchers in lower middle level in corporate and Doctoral research Students in social science Management & Commerce.

## **Duration and Venue**

The Programme is scheduled during November 14-16, 2019 at IIM Raipur.

## Registration Fee

The registration fee per participant is Rs. 30000/- plus GST as applicable. This includes academic fee, programme kit for participants, boarding and lodging (on twin sharing basis). Payment can be made online by registering through the link <http://www.iimraipur.ac.in/index.php/registration-mdp>. The payment can also be made through NEFT/RTGS or Demand Draft in the name of “Indian Institute of Management Raipur”. Upon remitting the fees online, kindly intimate the MDP Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s).

## Bank Details

- i. Bank Name : IDBI Bank Ltd
- ii. Branch Name : IIM Raipur Branch
- iii. Beneficiary Name : Indian Institute of Management Raipur A/c No. - II
- iv. A/C No. : 1292104000001052
- v. IFSC Code : IBKL0001292

## Last date

The last date for receipt of nominations for the Programme is Nov 01, 2019 and the last date of withdrawal is Nov 05, 2019. Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However, substitute may be permitted with prior intimation.

## Enquiry

For any information, please write or e-mail to

Mr. Vivek Singh / Mr. Ghanshyam Sohoni:

[mdp@iimraipur.ac.in](mailto:mdp@iimraipur.ac.in)

Ph: 0771-2474697

## Program Directors

**Dr Kannadhasan M** is an Associate Professor of Finance at Indian Institute of Management Raipur. He holds a Ph.D. in Finance from Anna University. He has published more than 30 peer-reviewed articles published in the journals of repute, of which about 20 articles are published in the ABDC classified list having impact factor, like Emerging Markets Review, The North American Journal of Economics and Finance, Finance Research Letters, Management Decisions, International Journal of Managerial Finance, International Journal of Corporate Governance, Applied Economic Letters, Journal of Economic research, IIM Management review etc., and three cases published with Ivey Publishing, Canada. He is an author of a book and three monographs. He attended the “Global Colloquium on Participant Centred Learning” and “Case writing workshop” program held at Harvard Business School in 2012 and 2014 respectively. He is the recipient of 4<sup>th</sup> Asia's Best B-Schools Awards - Best Professor in Financial Management" in 2013 from the CMO Asia with CMO Council in Singapore & the USA.

**Dr. Parikshit Charan** is affiliated to IIM Raipur. He has obtained his PhD from Department of Management studies, IIT Delhi and Masters from MNIT Jaipur. He has been associated with various other institutions like IIM Rohtak,

JiIT Noida etc. He has also been awarded 'Best Professor in Operations Management' at 20th Dewang Mehta Business School award function held at Mumbai. He has done consultancy work like Setting up a Procurement Observatory (at Indian Institute of Management Raipur) in the State of Chhattisgarh, India for World Bank, etc. He has published various papers in national and international journals and conferences. His research areas include supply chain management, supply chain performance measurement system, operations strategy, Sustainability etc.

**Dr. Pankaj Singh** is Assistant Professor & Area Chairperson in organizational behavior & Human Resources area at Indian Institute of Management Raipur. Dr. Singh has obtained Ph. D from Indian Institute of Technology Kharagpur. He is the recipient of ICSSR fellowship, Ministry of HRD. He has worked with premier academic institutions like TA Pai Management Institute Manipal (TAPMI), University of Petroleum & Energy Studies Dehradun. His research works are published in several national & international journals of Psychological Studies, Journal of Leadership & Organizational Studies, Decision, Management Decision, Indian Journal of Training & Development. He is currently engaged with research works focusing on job burnout, work engagement, mentoring, and entrepreneurship.

**Dr Dhananjay Bapat** is faculty at Indian Institute of Management (IIM), Raipur, India since January 2017. He has previously worked with National Institute of Bank Management (NIBM - Institute formed by Reserve Bank of India, Banking regulator of India) for 11 years and also worked with GCMMF (AMUL) and Crompton Greaves for about 6 years. He holds a PhD in Marketing from the Sardar Patel University, Vallabh Vidyanagar, Gujarat and has conducted management development programs for national as well as international participants in the area of financial services marketing, marketing of retail payment products, and marketing strategies for retail banking. He is author of the book "Marketing of financial services". He has published papers in reputed journals such as Journal of financial service marketing, Eurasian Business Review, Decision, and International journal of bank marketing in the area of financial services, payment products, and payment. His study on "Cost of Cash" with support of Tufts University, USA is received well among policy makers, industry experts, and newspapers. His articles have appeared in leading newspapers in India such as Financial express and Mint in the area of payments and financial services. He attended conferences and programmes at Philippines, and USA.

## **Indian Institute of Management Raipur**

Understanding the needs to meet the emerging challenges at global level and cherishing the successful history of IIMs, the Government of India set up Indian Institute of Management, Raipur in the year 2010 in Chhattisgarh, one of the youngest and fastest growing states of India.

IIM Raipur has been set up with the aim "To Empower the youth for building a Powerful India". IIM Raipur has set high standards by focusing on a practice-oriented learning approach and a contemporary industry- focused curriculum, driven by strong corporate interface.

IIM Raipur is functioning from the state-of-the-art campus in Naya Raipur spread across 200 acres.

IIM Raipur currently offers Fellow Programme in Management (FPM), Post Graduate Programme in Management

(PGP), Post-Graduate Programme in Management for Working Executive (PGPMWE) and Executive Education Programmes consist of Management Development Programmes (MDP), Tailor made (In-Company Programmes), Open Programs and Consultancy for Corporates, Public Sector & Government. The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students and strengthening their skills to prepare them to face the challenges of the global business. Recently, IIM Raipur join the hands with three most reputed global business schools, to enhance the overseas exposure of its students with the belief that it will help them to assimilate best management practices and understand the importance of cross-culture issues in management.

Right from its inception the institutes focuses on contributing to the growth and development of the Nation, region and society at large. As such it gives importance to courses and managerial trainings that are molded in a way true to the culture and unique requirements of the state and organizations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

## LOCATION

Indian Institute of Management Raipur is situated at Vill- Pota Cheria, Atal Nagar, Raipur. The approximate distance from Railway station to IIM Raipur is 35 km.

For any Correspondence / Administrative enquiries, please feel free to contact below:

MDP Office:

Indian Institute of Management Raipur,  
Atal Nagar, P. O. - Kurru (Abhanpur)  
Raipur – 493 661, Chhattisgarh, India  
Phone: +91 771 2474 697  
E-mail: [mdp@iimraipur.ac.in](mailto:mdp@iimraipur.ac.in)