



## CENTRE FOR DISTANCE EDUCATION ANNA UNIVERSITY, CHENNAI 600 025

### Workshop on “Data Analysis for Research in Management and Social Sciences”

**July 19-21, 2018**

The Centre for Distance Education, Anna University had conducted very successful workshops on Data Analysis during the previous years for PG students, research scholars and faculty members who are pursuing research in Management or in Social Sciences. The Department of Management Studies had also conducted successful workshops on Model building and Validation earlier. Based on the successes and the overwhelming response for the earlier workshops, the Centre for Distance Education, Anna University is once again conducting a workshop on “Data Analysis for Research in Management and Social Sciences” during 19-21, July 2018.

The participants will gain insights and hands-on experience on the

- Application of Statistical tools in decision making
- Use of parametric and non-parametric tests in hypothesis testing
- Use of Exploratory and Confirmatory factor analysis
- Application of Structural Equation Modeling in Hypotheses testing
- Application and testing of Mediation and Moderation Analysis

#### **Who can attend?**

Research Scholars who are pursuing their research in Management / Social Sciences, faculty members with/without a doctoral degree interested in Management / Social Sciences research analytics and PG / M.Phil students of Management & Social Sciences.

#### **Salient Features of the Workshop**

- Motivated resource persons with significant experience in Data Analysis in Management and Social Sciences research.
- Hands-on learning through laboratory exercises. The participants will do the analysis under supervised learning.
- Course materials and exercises developed by the resource persons.
- Interpretation of the results of analysis for meaningful inferences.
- Certificates will be awarded to all participants who attend the workshop in full.

## Workshop fee

The fee for the three day workshop is ₹ 4,000/- (Rupees Four thousand only). This will include the workshop kit, lunch and refreshments.

## How to Register?

Participants who are interested to attend the workshop may please register their details online by clicking on the **REGISTRATION** button.

**REGISTRATION**

The course fee in the form of Demand draft for a sum of ₹ 4,000 (Rupees Four Thousand only) may please be taken in favour of the “**The Director, Centre for Distance Education, Anna University**” payable in **Chennai**. Please write your full name, institution, mobile number and “Registration fee for Data Analysis Training” in the rear side of the Demand draft.

The participants are requested to take a printout of the PDF document generated after registration and send the same along-with the Demand draft to “**The Director, Centre for Distance Education, Anna University, Chennai 600 025**” by registered post or by courier on or before **11.07.2018 (Wednesday)**. Please Super-scribe on the envelope as “Registration for training on Data Analysis”. The number of seats is limited and registration is on a first-come-first-served basis. The registration link may close before 11.07.2018 if the seats are filled.

**For any queries please feel free to contact:**

**Email:** [cdews2018@gmail.com](mailto:cdews2018@gmail.com) ←—Most preferred mode of communication

Dr. Jayanth Jacob - 044 2235 8772

Ms. Jasmine – 044 2235 7215

**Workshop on**  
**“Data Analysis for Research in Management and Social Sciences”**  
**July 19 – 21, 2018**

**Workshop Co-ordinator: Dr. Jayanth Jacob**

**Tentative Schedule**

| <b>Session Timings (Hours)</b> | <b>Thursday, July 19, 2018 (Day 1)</b>  | <b>Friday, July 20, 2018 (Day 2)</b>  | <b>Saturday, July 21, 2018 (Day 3)</b>   |
|--------------------------------|---|---|--|
| 8.30 – 8.45                    | Registration  |   |  |
| 8.45 – 9.00                    | Ice-breaking  |   |  |
| 9:00 – 10:30                   | Basic Statistics<br>Resource Person:<br><b>Dr. Jayanth Jacob</b>                    | Confirmatory Factor Analysis (CFA)<br>Resource Person:<br><b>Dr. R.M Harindranath</b>                               | Introduction to Mediation Analysis<br>Resource Person:<br><b>Dr. P. Murugan</b>                                      |
| 10:30 – 10:45                  | Tea Break   |   |  |
| 10:45 - 12:15                  | Hypotheses Development for testing<br>Resource Person:<br><b>Dr. Jayanth Jacob</b>  | Structural Equation Modeling (SEM)<br>Resource Person:<br><b>Dr. R.M Harindranath</b>                               | Reconsidering myths and truths about Baron and Kenny Mediation Analysis<br>Resource Person:<br><b>Dr. P. Murugan</b> |
| 12:15 – 13:15                  | Lunch   |   |  |
| 13:15 – 15:00                  | Parametric and Non-Parametric tests<br>Resource Person:<br><b>Dr. Jayanth Jacob</b> | Partial Least Squares - Structural Equation Modeling (PLS - SEM)<br>Resource Person:<br><b>Dr. R.M Harindranath</b> | Introduction to Moderation Analysis<br>Resource Person:<br><b>Dr. P. Murugan</b>                                     |
| 15:00 – 15:15                  | Tea Break   |   |  |
| 15:15 – 16:45                  | Multiple Linear Regression and EFA<br>Resource Person:<br><b>Dr. Jayanth Jacob</b>  | Bayesian SEM<br>Resource Person:<br><b>Dr. R.M Harindranath</b>   | Testing moderation models and interpreting interaction graphs.<br>Resource Person:<br><b>Dr. P. Murugan</b>          |
|                                |   |   | Valedictory Function and certificate distribution between 16.45 and 17.00 hours                                      |

The laboratory exercises would be assisted by Ms. Rahila U, Ms. Hemalatha D, Mr. Kirubakaran B and Ms. Vasanthi Jason from the Dept. of Management Studies.