

Registration

Participants	FEES
Corporate Executives	Rs. 2,500
Faculty / Research Scholars / PG Students	Rs. 1,500
Registration fee include workshop kit, lunch and Refreshment	

The Participations are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of "Primax Foundation" payable at Bangalore on or before 20-03-2016.

Prof. T. Rajeswari,

Workshop Director,

Primax Foundation

No.25/A, Nagdevanahalli, Boothappa Temple Road,

80, Feet Ring Road, Jnanabharathi Post, Bangalore -56,Karnataka. India.

Email: primaxrc@gmail.com (or) primaxecf@gmail.com

Contact: 09986530012

08971725451

Important Note

1. Refreshment and Working Lunch will be provided
2. No accommodation will be provided
3. No spot registration permitted.
4. Certificate of Participations will be issued
5. Participants are requested to carry their Own Laptops for Practical session.

6. Participants have to produce your Cash receipt at time of Registration.
7. Attendance letter will be issued based on request.
8. Demo version of SPSS will be installed in your system.

ADVISORY BOARD

1. **Dr. V.Selvaraj**, M.Com.,M.Phil.,B.Ed.,Ph.D.
Former HOD of Commerce, Nehru Memorial College, Trichy.
2. **Dr. Kamala Balakrishnan**, M.Com.,M.Ed.,M.Phil.,M.B.A.,Ph.D.
Principal Annai Violet Arts & Science College, Chennai.
3. **Dr. N L Amudhayee**, M.Com.,M.Phil.,M.B.A.,M.Phil.,Ph.D.,
Principal, Thirumurugan Arts & Science College for Women,
Thiruppur, Thiruvallur
4. **Dr. H. Sankaran**, M.B.A.,M.A.,B.G.L.,D.A.L.,Ph.D.,
Principal, Meenakshi Sundarajan School of Management,
Kodambakkam, Chennai.
5. **Dr. K. S. Meenakshisundaram**, M.B.A.,Ph.D.,
Director, CAA Great Lakes Institute of Management, Chennai.
6. **Dr. Mary Jeyanthi Prem**, M.C.A.,Ph.D.,
Director – Karka Kasadara Academy, Chennai.
7. **Dr. K. Maran**, M.Com.,M.B.A.,P.G.D.I.B.A.,LLB.,Ph.D.,
Professor & Director, Management Studies - Sri Sai Ram
Engineering College, Chennai.
8. **Dr. G. Velmurugan**, M.C.S.,M.Phil.,Ph.D.,
Professor, VIT Chennai.
9. **Dr. M. Jaya**, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Head, Department of Commerce
Asan Memorial College of Arts & Science, Chennai
10. **Dr. B. Sudha**, M.Com.,M.Phil.,Ph.D.,
Associate Professor of Commerce, Anna Adarsh College for (W)
Chennai
11. **Dr. R.Panchalan**, M.Com.,M.B.A.,M.Phil.,Ph.D.,
Professor, Dept. Commerce, University of Madras, Chennai
12. **Dr. C. B. Venkata Krishna Prasad**, MBA, M.Phil., Ph.D., PGDTM.,
Associate Professor in Management
Emerald's Advanced Institute of Management Studies, Tirupati.
13. **Dr. S. Tameem Sharief**, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Associate Professor, New College, Chennai
14. **Dr. V. Selvanathan**, M.Com.,M.Phil.,M.B.A.,Ph.D.,
Associate Professor of Commerce,
P.G & Research Dept of Commerce, Presidency College, Chennai.
15. **Mr. Magesh Gopalakrishnan**, M.Com.,M.B.A.,LLB.,(Ph.D)
Vice-President & Head –Delivery & Program Management.
16. **Dr. S. Selvarasu**, M.A.,(Eco),M.Phil.,Ph.D.,
Associate Professor, Department of Economics
Vel Tech Ranga Sanku Arts College, Chennai
17. **Dr. K. Baranidharan**, M.Com., M.B.A.,M.Phil.,Ph.D.,M.S.W.,
Assistant Professor, Sri Sairam Institute of Technology, Chennai
18. **Prof. R. Prakash**, M.Com., M.B.A.,M.Phil., (Ph.D)
Assistant Professor, Bharath University, Chennai
19. **Dr. P. Nambiraja Sundalai**, M.Com., Ph.D.,
HOD, Corporate Secretaryship, Mohamed Sathack College of
Arts & Science Chennai

Overall Co-ordinator : Mr. K. Thirumalai Venkatesan, M.A., B.Ed., M.Phil, B.T. Assistant, Salem

Best Wishes from

Prof. T. Rajeswari, M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)

Managing Director & President, Primax Foundation, Bangalore. 56

Prof. T.Rajeswari, is the founder of Primax Foundation, she is educationalist, visionary with lot of innovative ideas. She is staunch believer that "A progress can be attained only by research activities". As a President I will spearhead full efforts as we move ahead to the best of our abilities. We look forward to continuing to receive the support and encouragement of all our faculty. I would like to personally invite you to join our Research programme on 26th March 2016.

Good Luck!!!



"The secret of change is to focus all our energy, not on fighting the old but on building the new"



Primax Foundation Bangalore, Karnataka.

(Register under the Karnatak Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16

(www.primaxijcmr.com / www.primaxirjsh.com)



One Day Workshop on

"Advance Statistical Data analysis Using SPSS & AMOS"

"Learn the Unlearnt"

Venue:

Royal Regency (Seminar Hall A/C) Chennai - 03

Date : 26/03/2016, Time: 8.00 AM to 5.30 PM



Be a hero. Always say, "I have no fear"

- Swami Vivekananda

About Primax Foundation

Primax Foundation is getting establish with the lofty ideals of imparting quality non profitable services to the society through **Journal, Seminars, Workshop, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation and Initiating Research Activities** etc. for the development of total personality in society.

Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programmes, through on and off campus modes. The primary aim is to ensure employability for the Students and making them best fit for corporate requirements, in all aspects. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and in the Allied fields to ensure that all the research work undertaken, is usefully and gainfully employed by the industry, economy and society. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

Workshop Theme

Most of the users of statistics, as a decision making tool, feel themselves handicapped in selection of an appropriate statistical tool, understanding the theoretical concept and interpretation of results in a meaningful ways. It is really difficult for a person who is not well versed with research methodology and the core philosophy of statistics. The present workshop aims to expose the participants towards simple and exhaustive ways of data analysis through interactive and practice based sessions along with theoretical learning. Well designed and structured training sessions covering the topics outlined in the programme will be organized. The topics have been so chosen that the issues of research methods and data analysis may be understood by even those participants who do not have any initial background of statistics. This workshop is designed to appeal the different learning styles, with an emphasis on active interactive participation through lab sessions running along with theory sessions. Participants will be provided with sample data set to analyse so that they may gain confidence and expertise in conducting researches in their respective subject domains.

Objectives of the workshop

- ❖ To help the participants to familiarize with the statistical concepts.
- ❖ To train the participants in data entry through SPSS and AMOS
- ❖ To train the participants in scale construction.
- ❖ To help the participants in descriptive and inferential analysis
- ❖ To develop confidence as independent SPSS and AMOS data analyst.
- ❖ To facilitate the establishment of a network of Researchers
- ❖ To guide participants for publishable technical writings
- ❖ To guide participants, how to get funded projects?

Who Can Participate?

Academicians, Practitioners and Researchers/ Research Scholars/ Post graduate students from the related areas of Social Science, Humanities, Management and Science, Corporate. Executives.

Programme Methodology

Program would be delivered through combination of:

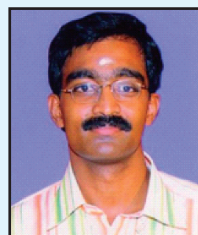
1. Interactive Lectures & Discussions
2. Hands-on Practice

Our Chief Resource Persons



Dr. K.V. Ramanathan., M.Com., M.Phil., M.B.A., P.G.D.B.S., Ph.D.,
Professor of Finance & Marketing, Research Advisor.
Padmashree Institute of Management & Science, Bangalore.


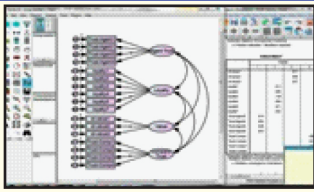
He is presently working as Professor of Finance and Marketing and he is also working as visiting professor in various reputed Business School, Bangalore. He has more than 16 years of Post Graduate teaching and research experience in different reputed Management Institutes. He has published and presented more than 60 articles. He has conducted many workshops on Research Methodology and Data analysis using SPSS (www.primaxijcmr.com) in various colleges and universities level.



Dr. S. Rajaram, B.E, M.E, M.B.A, M.Phil., Ph.D.,
Associate Professor / MBA, Kalasalingam University,
Krishnankoil, Virudhunagar district of Tamilnadu.

He has more than 12 Years of Post graduate teaching and research experience. He has published and presented more than 50 articles. He had won “**Best Faculty Award**” for Management and “**Young Scientist Fellowship Scheme (YSFS)**” award honoured by Tamil Nadu State Council for Science and Technology, Chennai. He received 06 major research projects supported by various funding agencies worth of Rs.35Lakhs.

PROGRAM SCHEDULE : 26th MARCH 2016

08-00 a.m	Registration of Participants	
09-00 a.m. to 09-30 a.m.	Inaugural Session Chief Guest : Dr. P. David Jawahar., M.B.A., Ph.D., Registrar, Madras University, Chennai.	
Session I 09-30 a.m to 10-00 a.m		Population, Sampling, Techniques of Sampling, Determine of sample size- Formulation of Hypothesis. Introduction to Statistics – Introduction to Research tools -Parametric and Nonparametric test, Testing of Hypothesis and its Interpretation- Concept of P- value.
Break	Refreshment (Tea/Coffee/ Biscuits) (10.00 A.M. to 10.15 A.M)	
Practical -I 10-15 a.m. 1-00 p.m.	Using SPSS frequency, Descriptive analysis and Cross table- Parametric test (One sample t- test, Independent t-test, Paired t-test Chi square test, One way ANOVA and Two way ANOVA) – Matrix Correlation- Regression-Non Parametric test (Mann-Whitney test, Wilcoxon test, Kruskal-Wallis test, Friedman's Rank test) and Principle component analysis, Factor analysis - Discriminate analysis -Cluster Analysis-Perceptual Mapping Tool.	
Break	Lunch Break (1.00 P.M to 1.30 P.M)	
Practical -II 01-30 p.m 04-30 p.m.		Introduction to AMOS Software - Conceptual model development Structural Equation Model (SEM) – Cause and effect analysis – Path Analysis Path diagram entities for manifest variables, latent (endogenous & exogenous) variables, intercepts (constants), error variables. – Mediation – Confirmatory Factor Analysis – Bayesian estimation.
Break	Refreshment (Tea/Coffee/ Biscuits) (4.30 P.M to 4.45 P.M)	
Session -II 4.45 p.m to 5.30 p.m	How to write research project proposal / fellowships - How to get funded projects / fellowships supported by various funding agencies like ICAI, ICSSR, DST, DSIR, IIPA, New Delhi etc.	
5-30 P.M to 6.00 P.M	Feedback	
	Valedictory and Certificates Distribution Dr.K.P.Malathi Shiri., M.Com.,M.Phil.,M.B.A.,MHRM.,Ph.D., Principal, Aachi Educational & Research Foundation ,Chennai	