



# **Maharaja Agrasen University**

**Atal Shiksha Kunj, Near Barotiwala, Tehsil  
Baddi, Distt.-Solan, Himachal Pradesh**

## **Maharaja Agrasen School of Management**

**Organising**

**One Week National Workshop  
on  
RESEARCH METHODOLOGY AND  
STATISTICAL ANALYSIS  
(July 3-9, 2017)**

## About Maharaja Agrasen University



Maharaja Agrasen University established in the year 2013; was inaugurated by Shri Pranab Mukherjee, Hon'ble President of India. The University is situated in the pollution free environment of Shivalik foothills near Kasauli and Pinjore Gardens. It is easily accessible from Chandigarh (25 Km), Punchkula (21 Km), Kalka (13 Km) ,Pinjore (10Km) and Delhi also. It aspires to become a University of the first choice for potential students, teaching and research community; be recognized for providing excellent opportunities for global success. MAU wishes to be acknowledged as a value-based campus where the faculty, students and the staff are creative and actively engaged in scholarly activities of relevance to the community at large.

The mission of the MAU is to contribute to the society through imparting vibrant, innovative learning and research at the highest international levels by providing intellectual environment built on a commitment to free and open enquiry. Committed to the cause of holistic development of students, the University endeavours to foster equality, initiative, integrity, and excellence while maintaining highest level of consciousness, civility and humility. The mission is achieved by taking into account the traditional values and ethos, societal needs blended with value orientation and goal reflecting quality. Stress is given on personality development and judicious mix of academics with extra-curricular activities and social service.

Maharaja Agrasen University envisions itself as an emerging Center of Excellence. The vision of the University is to enable each and every student to develop self-confidence, self-knowledge and self-control. The university promises to equip all students with knowledge and talent to lead their lives in a righteous and conscientious manner. It offers an atmosphere for the development of character with enriched virtues and noble ideals for its students. The holistic system of education in the university is designed to draw out the knowledge, values and wisdom present in a latent form in every student. The University not merely prepare students for being awarded degrees but nurture the values required for self-realization.

Within a very short span of time the University has been able to maintain its presence felt not only in Himachal Pradesh but in the neighbouring states also. This achievement of the University has been appreciated by a consortium of 25 chairpersons of industry who conferred CCI Technology Excellence Award 2014 in the category of Best Emerging Private University of India. It has also been adjudged by “Higher Education Review” as the University of the Year 2015” in the category of “Research & Development”. The University with its vast resource pool and enormous potential is sure to set new trends and break new grounds which will be setting the pattern to be followed by the posterity.

### About the Workshop

Research comprises creative work undertaken on a systematic basis in order to increase the stock of knowledge including knowledge of human, culture and society and the use of this stock of knowledge to devise new applications. From the past few years, it has become an indispensable area in which there is a need to hone one’s problem-solving skills and searching systematically for elucidations of problems. The increasing complex nature of our society has focused attention on the use of research to find out the solutions for various problems. Research needs and requirements vary with each assignment project or paper. Although there is no single “Right Way” to conduct research, certain methods and skills can make research effort more effective and efficient.

Research Methodology is often a challenging subject for both faculty and students. Research scholars spend a lot of time and efforts figuring out how to go about in each stage of their research work from selection of the problem through the thesis writing. If inappropriate method employed in any of the four aspects of Research Methodology: design, sampling, data collection and data analysis, it will give misleading results. Statistical methods are playing an ever increasing role in framing suitable policies in diversified fields such as natural, physical, social sciences and day to day business activities.

Unfortunately, research has not received due attention in Indian Universities. It is only considered as a pre-requisite for obtaining a higher degree. With the result of this research scholars/ students find them helpless to proceed in this area without the help of guides/ supervisors. Therefore, it is a need of the hour to put our efforts in this particular area to accelerate research programs and its basic approach. The present workshop is an endeavor in this direction. Maharaja Agrasen University has taken an initiative to conduct one-week workshop on "Research Methodology and Statistical Analysis" basically to improve academic and research skills further to improve the quality of research. The one-week workshop has been so designed as to strengthen the research skills of academicians, researchers and consultants. The purpose of this workshop is to give an exposure to the scholars to contemporary approaches and innovations in Social Science research covering both quantitative and qualitative data.

### Objectives of the Workshop

- To enable the participants to define a research problem and develop a suitable methodology for addressing the key issues.
- To enable the participants to use of various data analysis techniques in research: how to design the study, to collect data amenable to such analysis, and the issues involved in coding, editing, analysing and interpreting the data collected and more.
- To provide inputs about developing a theoretical and methodological framework for their research.
- To help the participants in selecting right statistical tool out of the basket of tools available.
- To suggest out of methodology or analytical bottlenecks.
- To reap maximum benefits through hands on experience on MS Excel/SPSS/Amos/Metlab/Eviews.
- To develop confidence on independent SPSS Data Analysis.
- To provide them with an opportunity to present and discuss their research related issues with the facilitator.
- To facilitate the establishment of a network of researchers.
- The workshop will address the issues of making a research proposal to the various funding agencies.

### Workshop Methodology

- Lectures and interaction.
- Presentations.

- Practical sessions.

## Highlights of the Workshop

- Hands on training sessions on data handling, analyzing and deriving preliminary results.
- Practice session with model exercises.
- Discussion on the underlying assumptions of the statistical tools.
- Discussion on common errors in research.
- Discussion on the interpretations of results and their presentation.

## For Whom

This workshop targets three types of participants:

- Research Scholars who are pursuing their Ph.D. or M.Phil. degrees and are in the critical stage of analysing their data in the areas of management, commerce, psychology, sociology and other allied disciplines.
- Faculty members from various disciplines who are engaged in research and wish to master advanced statistical techniques to dig deeper into their data and to facilitate them in developing the out of writing a research paper so that they may get their research paper published in scholarly journals of repute.
- Corporate Executives like business Analysts, research Analysts, Market Researchers, Consumer Researchers and all those who are responsible for helping management to take well informed decisions in solving management problems, by analysing data and providing actionable insights to their management.

## Participation Fee

Fee (Without Accommodation)	Fee (With Accommodation)
Rs.3000/-	Rs.4000/-

**Note:- Accommodation will be provided on first come first serve basis in the University's hostel/guest house on sharing basis.**

Limited numbers of seats are available. Participants will be selected on first come first serve basis; however, Maharaja Agrasen University reserves the right in the final selection of the participants. The registration fee should be sent through Demand Draft in favour of **Registrar, Maharaja Agrasen University**, payable at Baddi. It can also be deposited online through NEFT/RTGS in the following account:

**Account Name: Registrar Maharaja Agrasen University**

**Account No.-549002010005449**

**Bank Name - Union Bank of India**

**Branch - Baddi**

**IFSC Code - UBIN0554901**

For any query/registration, contact the following persons:

<b>S.No.</b>	<b>Name of the Person</b>	<b>Role in Workshop</b>	<b>Contact No.</b>	<b>Email Id</b>
1.	Mr. Vishal Kumar	Organising Secretary	7832929210	vkfzr@mau.edu.in
2.	Mr. Dikshit Gupta	Joint Organising Secretary	7832929406	gupta.dikshit@mau.edu.in
3.	Mr. Deven Mahajan	Finance Secretary	7832929231	deven@mau.edu.in

## *Organising Committee*

Dr. Nand Kishore Garg, Chancellor

**Chief Patron**

Prof. (Dr.) R. K. Gupta, Vice-Chancellor

**Patron & Workshop Director**

+91-7832929200

## *Workshop Secretariat*

Prof. Shefali Verma

**Professor & HOD, Workshop Co-Convener**

+91 – 7832929449

**directormgmt@mau.edu.in**

Prof. Anil K.Parti

**Professor & HOD, Workshop Convener**

+91 – 7832929324

**anilkparti@mau.edu.in**

Vishal Kumar

**Associate Professor & Organising Secretary**

+91-7832929210

**vkfzr@mau.edu.in**

Dikshit Gupta

**Assistant Professor & Joint Organising  
Secretary**

+91-7832929406

**gupta.Dikshit@mau.edu.in**

Deven Mahajan

**Assistant Professor & Finance  
Secretary**

+91-7832929231

**deven@mau.edu.in**



## PROGRAM SCHEDULE

	0900 – 09:30	09:30 – 11:00	11:30 – 13:00	14:00 – 15:15	15:30 – 16:30
<b>Day 1</b>	Registration		Inauguration	Preparing for Research: Process, types, steps; Research Design: Concepts, types	Review of Literature: Identification of research gaps, designing of research problem, Formulation of hypothesis
<b>Day 2</b>	Sampling techniques and data collections	Data Preparation, Measurement and scaling techniques	Reliability validity of data	Data entry, Formation of graphs, bar diagrams and pie diagrams	Reliability validity of data through SPSS. Calculation of CT, Dispersion, Skewness, Kurtosis
<b>Day 3</b>	Presentation by Participants on previous day Learning	Inferential statistics: correlation and regression	Introduction to Hypothesis testing. Parametric Tests: Z, t, f, Anova, Ancova	Regression and correlation practicing the technique with SPSS. Interpreting the result of hypothesis testing	Applying Parametric tests with SPSS. Interpreting the result of hypothesis testing
<b>Day 4</b>	Presentation by Participants on previous day Learning	Non parametric tests: Chi square test, Run test, Sign Test, U test, KW test	Partial Correlation, Multiple Correlation and Multiple Regression	Lab for Non parametric tests	
<b>Day 5</b>	Presentation by Participants on previous day Learning	Multivariate Analysis; Factor, Discriminant and Cluster Analysis	Multivariate Analysis: Factor, Discriminant and Cluster Analysis	Lab for Multivariate Analysis	
<b>Day 6</b>	Presentation by Participants on previous day Learning	Perceptual Maps, MDS, Correspondence Analysis & Conjoint Analysis	Logistic Regression, Structural Equation Modelling, Time Series Analysis	Lab for Correspondence Analysis, Conjoint Analysis & Structural Equation Modelling	



<p>Day 7</p>	<p>Presentation by Participants on previous day Learning</p>	<p>Problems of Auto correlation, Multicollinearity, Heteroscedasticity and their removal</p>	<p>Writing Research Articles and Proposals: Structure of a research paper, Use of Software in writing references, How to select a journal for publication, plagiarism and related issues</p>	<p>Feedback and Review</p>	<p>Valedictory</p>
--------------	--	--	--	----------------------------	--------------------