

Report on One Week National Workshop on 'Advanced Research Methodology'

Organized by: School of Business Management, CSJM University, Kanpur

Dates: 19th – 24th November 2024

Venue: Central Library, CSJM University, Kanpur

1. Introduction

The School of Business Management, CSJM University, Kanpur, successfully organized a One Week National Level Workshop on 'Advanced Research Methodology' from 19th – 24th November 2024. The workshop aimed to enhance research skills and provide hands-on experience in the use of various research tools and techniques, including SPSS and advanced statistical methods. The workshop was attended by a diverse group of 31 participants, including research scholars and faculty members.

2. Objectives of the Workshop

The primary objectives of the workshop were:

- To impart knowledge on advanced research methods and statistical tools.
- To provide practical training on SPSS, Structural Equation Modeling (SEM), and other analytical techniques.
- To equip participants with skills for conducting robust and valid research.
- To foster an understanding of mediation, moderation, and regression analysis.

3. Resource Persons

The workshop featured lectures and hands-on sessions delivered by renowned experts in the field:

- **Dr. Kumar Saurav:** Delivered a comprehensive lecture on SPSS, introducing the participants to its application in data analysis and research.
- **Dr. Rakesh Kumar:** Conducted three days of in-depth sessions on advanced statistical techniques, including:
 - Structural Equation Modeling (SEM)
 - Mediation and Moderation Analysis
 - Regression Analysis

These sessions were designed to provide participants with both theoretical understanding and practical experience in using these statistical methods for research purposes.

4. Workshop Schedule

Date	Topic	Resource Person
19th November	Introduction to SPSS and its Applications	Dr. Kumar Saurav
20th November	Introduction to SPSS and its Applications	Dr. Kumar Saurav

Date	Topic	Resource Person
21st November	SEM	Dr. Rakesh Kumar
22nd November	Moderation Analysis: Understanding Interaction Effects	Dr. Rakesh Kumar
23rd November	Regression Analysis: Application in Research	Dr. Rakesh Kumar
24th November	Valedictory and Feedback Session	Workshop Coordinators

5. Participants

A total of 31 participants attended the workshop, representing a variety of disciplines. The participants were actively engaged in the sessions, where they received hands-on experience with statistical software and analytical techniques.

6. Key Highlights

- Practical training on SPSS for data analysis, covering essential statistical tests and interpretation of results.
- Intensive sessions on Structural Equation Modeling (SEM), focusing on model development, estimation, and validation.
- Detailed exploration of Mediation and Moderation Analysis, equipping participants with the knowledge to explore causal relationships in research.
- Insightful discussions on Regression Analysis and its applications in research.

7. Feedback

The participants expressed their satisfaction with the content and delivery of the workshop. They appreciated the practical approach adopted by the resource persons and the opportunity to work on real datasets. The feedback highlighted the relevance of the topics covered and the clarity of the resource persons in explaining complex statistical concepts.

8. Conclusion

The One Week National Workshop on 'Advanced Research Methodology' successfully achieved its objective of providing participants with advanced knowledge and practical skills in research methodology. The workshop concluded with a feedback session where participants shared their learning experiences and discussed how they plan to apply the acquired skills in their research work.



CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY KANPUR

Accredited A++ by NAAC, Category-I University Graded by UGC

Organizes One Week National Level Workshop on

“ADVANCED RESEARCH METHODOLOGY”

Venue:

AUDITORIUM, GANESH SHANKAR
VIDYARTHI CENTRAL LIBRARY

Date:

19TH - 24TH NOVEMBER 2024



SOURCE OF INSPIRATION



Smt. Anandiben Patel
Hon'ble Chancellor and Governor
Uttar Pradesh

CHIEF PATRON



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ABOUT CSJMU KANPUR

The Chhatrapati Shahu Ji Maharaj University, Kanpur (Formerly Kanpur University, Kanpur) was established in the year 1966. Prior to the establishment of the University, affiliation of colleges in its vicinity were to the Agra University. In the year 1949, the Radha Krishnan Commission suggested the establishment of a university in Kanpur with the aim of reducing the pressure on Agra University. To fulfil this demand, in the year 1966, the state government established Kanpur University under the Kanpur and Meerut Universities Act 1965 with the motto "Aroh Tamso Jyoti" (Rise from darkness to light). In the preamble it is stated that Kanpur University will initially have an affiliating character but will gradually assume the shape of residential University. The University proudly celebrate its 57th foundation day on February 9 every year.

In the year 2004, there were 202 colleges of which 77 were aided and 125 self financing colleges. There were 20 ayurvedic and Unnai colleges affiliated to the University which included 10 Government colleges and 10 private colleges. There were also constituent colleges including GSVM Medical College and Nursing College. There are 952 colleges spread over eleven districts of the UP state were affiliated to CSJM University.

During more than four decades of its existence, the University established itself firmly as a quality teaching and research institution. The Research Degree Committee (RDC) in each subject was established to monitor and promote research in respective subject areas. In 2016, the University established funds for granting aid for research projects submitted by faculty members of the university and affiliate colleges. The University also pioneered the use of E-governance tools for admission and online governance.



ABOUT THE DEPARTMENT

The School of Business Management is situated in the green locales at the outskirts of Kanpur city in the pleasant campus of Chhatrapati Shahu Ji Maharaj University (formerly Kanpur University). The key to a country's economic and industrial success lies with the highly trained managers in both the public as well as the private sector. To meet the demand of trained management graduates in the light of ongoing liberalization and globalization Institute of Business Management was founded in the year 1991. The Institute has been conducting two year full time post graduate programme of Master of Business Administration (MBA-FT) since 1991 with specializations in Marketing, Finance & Human Resource Management in tandem with the growing demand in the business organizations for professionals with right aptitude and skills in these areas: From the session 1999-2000, Institute offered BBA programme to provide strong foundation to budding managers and serve as a stepping stone for advanced MBA programme.



ABOUT THE WORKSHOP

The proposed workshop aims to equip participants with cutting-edge research tools and techniques enhancing their capacity for high-quality academic research. This will also help faculty members and research scholars refine their skills in statistical tools, and the use of software like SPSS and AMOS.

OBJECTIVES OF THE WORKSHOP:

- To provide participants with a comprehensive understanding of advanced research methodologies.
- To enhance the practical application of statistical techniques in research.
- To train participants in the use of software tools for data analysis.
- To improve the quality of research output at our university, fostering a culture of excellence

TOPIC FOR DISCUSSION

- Introduction to Research Methodology & SPSS Basics
- Descriptive Statistics Using SPSS
- Hands-on Practice: Data Management in SPSS
- Hypothesis Testing & SPSS Advanced Functions
- Regression Analysis & Introduction to SEM
- Introduction to the software's AMOS
- Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis(CFA)
- Reliability and Validity Testing
- Construct Validity: Convergent and Discriminant Validity
- Mediation and Moderation Effects

RESOURCE PERSON



DR. RAKESH KUMAR,
ASSISTANT PROFESSOR,
MNNIT ALLAHABAD

Dr. Rakesh Kumar is presently working as Assistant Professor in School of Management Studies, Motilal Nehru National Institute of Technology Allahabad. He is involved in teaching and research from the last 10 years. His research mainly focuses in the area of consumer psychology, sustainable consumption and circular consumption. He has published a number of papers in Scopus/SCIE/SSCI/ABDC listed Journals. He is also reviewer to many internationally renowned journals. He is a resource person and expertise in data analysis using MS Excel, SPSS, AMOS, and R & R Studio. He has also delivered expert lectures in several webinars/FDPs/workshops etc.



DR. KUMAR SAURABH,
ASSISTANT PROFESSOR,
UNIVERSITY OF ALLAHABAD

Dr. Kumar Saurabh works at the University of Allahabad, Prayagraj, as an Assistant Professor at the Department of Commerce and Business Administration. Dr. Saurabh has over a decade of experience with organizations like Maharashtra National Law University, Aurangabad, The ICFAI Business School, Dehradun, Amity University, Noida, etc. He authored over thirty research papers in Scopus indexed/ ABDC listed/ UGC Care/ book chapters. Dr. Saurabh presented papers at various national and international conferences. He received the best paper awards at international conferences organized by the Indian Institute of Management, Kozhikode; ICFAI Business School, Jaipur; and Motilal Nehru National Institute of Technology, Allahabad. In the past, he conducted various workshops on research methodology, spreadsheet-based modeling, and behavior finance for research scholars and faculty members.

WHO CAN PARTICIPATE?

Industry delegates, Research Scholars and Faculty members of Management/Social Sciences can benefit from this workshop.

HOW TO APPLY?

This course will be conducted in person at the Auditorium, GSV Central Library, CSJM University Kanpur. Candidates can register by submitting the registration form. Registration forms can be downloaded using the link below. Candidate should bring their own laptops with specified Configuration.

Number of Seats: 30 Only (First Come First Basis)

Payment Link: <https://paytm.me/lfs1DkE>

Registration Link : <https://forms.gle/fSPsFEwHuqnuSyveA>

Registration Fee:-

- | | |
|---------------------|------|
| • PG Students | 2000 |
| • Research Scholars | 3000 |
| • Faculty Members | 4000 |

Laptop Requirement:-

- Intel Core i3 processor or equivalent
- 4 GB RAM (8 GB preferred)
- 15 GB available hard disk space

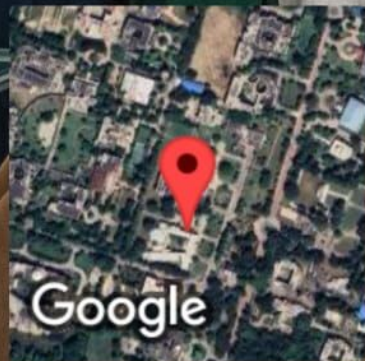
Account Details:

Payment Link: <https://paytm.me/lfs1DkE>

NOTE TO THE PARTICIPANTS

Participants should make their own arrangements for staying, breakfast, lunch and dinner. However, on prior request and additional payment accommodation may be arranged on first come first serve basis subject to availability of rooms in the university hostel/guest house.

Registration fees will not be refunded under any circumstances.



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