

# SERIAL WORKSHOP ON Research Methods, Text Analytics & Statistical Tools for Business Research

**PHASE – I**  
(Dec 15<sup>th</sup> - 17<sup>th</sup> 2022)  
Research Methods, Text Analytics  
& Data Analysis for Research

**PHASE – II**  
(Feb 23<sup>rd</sup> – 25<sup>th</sup> 2023)  
Application of Multivariate Data  
Analysis Tools for Research

## COVERAGE OF THE PROGRAMME:

### PHASE I: INTRODUCTION TO SLR

15/12/2022  
Qualitative Research: Unstructured Data Analysis  
Systematic Literature Review-I  
Systematic Literature Review-II  
SLR- Hands on Session

### INSTRUMENT DESIGNING

16/12/2022  
Problem Identification & Model Building  
Choosing Research Approach-  
Mixed Methods  
Measurement, Scaling and Instrument Design  
Sampling Design and Determination of  
Sample size

### DATA ANALYSIS

17/12/2022  
How to choose an appropriate statistical test?  
Correlation and Chi square Analysis  
Linear and Logistic Regression Analysis  
T-test and Anova Analysis  
Simple Mediation and Moderation Analysis

### HIGHLIGHTS: RESEARCH PROPOSAL / RESEARCH PAPER CLINIQUE

### PHASE II: MULTIVARIATE DATA ANALYSIS

- Conceptual Foundations of Factor Analysis
- HANDS ON – Factor Analysis
- Introduction to Structural Equation Modeling (SEM)
- Confirmatory Factor Analysis (CFA)
- Model Identification, Model Fit, Model Improvement
- Bibliometric Analysis
- Multivariate statistical tools: Manova, Conjoint Analysis, Discriminant Analysis and Multi-Dimensional Scaling.

## WORKSHOP OBJECTIVE:

The main objective of this serial workshop is to develop a broad and in-depth perspective on the research problem development skills, linking theory and concepts with theoretical framework / model, appropriate research approach and selection of relevant statistical tool(s) for business / management research led to decision-making or academic research output. This serial workshop for management faculty members & research scholars, and industry practitioners will be conducted in two phases. Phase-1 (Dec 15<sup>th</sup> - 17<sup>th</sup> 2022) provides a comprehensive knowledge and skills on research problem development using qualitative research approach along with software packages (like R or Vosviewer), research instrument design, sample size and basic statistical tools (including multivariate statistical tools). Phase II (Feb 23<sup>rd</sup> – 25<sup>th</sup> 2023) focuses on instrument validity, advanced multivariate statistical tools and bibliography preparation. The highlights of NSB's research serial workshop -

- Research Proposal Clinique (RPC), where participants can discuss the research proposal (research paper/thesis) with subject expert for inputs / feedback and
- Writing article for high quality Journal(s)

## ORGANIZING COMMITTEE

**Dr. S.R. Sridharamuthy**  
President

**Dr. P. Ganesan**  
Director

**Dr. Nandeesh V.Hiremath**  
Dean (Academics)

**Dr. A.V. Rao**  
Dean (Administration)

**Dr.Meera Uday**  
Dean (Projects & consultancy)

**Coordinator**  
**Dr.P. Madhan Kumar**  
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## NSB ACADEMY

NSB Academy (Formerly National School of Business) was founded in 2019 by the president S R Sridharamurthy and which is one of the top management institutes in Bengaluru, India. NSB Academy is an initiative of the NEST - National Education and Social Trust with the sole aim of spreading quality education. It is promoted by a group involving professionals and eminent educationists across the world. NSB is affiliated to Bangalore University and approved by All India Council for Technical Education (AICTE). NSB Academy offers full-time MBA course loaded with many distinct features like MasterTrail™ Certificate in Industrial Practice (MIP) Program to its students to make them as industry ready professionals.

Currently, more than 500 students are pursuing their MBA and they are hailing from different states of India. NSB has signed MoU with leading business schools like Esc Pau, France; Universidad de Deusto, Spain; Ajman university, UAE; Binus Business school and Yogyakarta state University, Indonesia. NSB believes that every type of program requires its own distinct culture, attitude and behaviour. Being a pioneer B school in Bangalore, NSB provides a mature and intellectual yet cosy environment that allows students to interact in a specific way that can build professional etiquette and facilitate better learning of management concepts. NSB Academy is also considered one of the top B schools with an affordable fee structure. It also offers merit-based scholarships to all eligible students. NSB Academy has more than 25 faculty members with blend of academia and industry experience and many faculty members are with Ph.D degree.

### All communications can be sent to:

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## RESOURCE FACULTY

Dr. P.Ganesan is the Director and Senior Professor of NSB Academy. Has published articles in international journals including journal of Financial services marketing and Health marketing quarterly etc. Presented more than 75 papers in national and international conferences of repute. Editorial Board member in International journals.

R.Venkatesakumar is a faculty member in the Department of Management Studies, School of management, Pondicherry University, Pondicherry. He teaches subjects like Quantitative Methods and Marketing Research. His research interests include Branding, Retailing and Text Analytics. He is a trainer on software like SPSS, AMOS, LISREL, PLS, and R Programming. He received best research paper awards from IIM-A, IIM-K, BIM, and published more than 50 papers.

Dr. C. Ganeshkumar is an Assistant Professor in management at Indian Institute of Plantation Management Bangalore (IIPMB), An Autonomous Organization of the Ministry of Commerce & Industry, Govt. of India. He has published 30 articles in National and International Journals, presented 15 research papers in various conferences.

Dr.Madhan Kumar is an Associate Professor in the Marketing Area at the NSB Academy Bangalore. His research interests include Frontline employee issues, consumer emotion, customer incivility and services. He teaches courses on marketing management, marketing research and consumer behaviour. He has published more than 15 research papers in ABDC journals.

Prof. Kaushik Samaddar is a practitioner turned academician. He is presently pursuing a Ph.D. from the faculty of management with Symbiosis International (Deemed University), Pune, India. He is working as Assistant professor at NSB Academy.

## REGISTRATION PROCESS:

- Scan the QR code
- Fill-up the basic details in registration link
- Pay the registration Fee
- Confirm your registration



<https://forms.gle/bqZspdnCyjNsxpq7>

	Only One Workshop	Both Workshop
<b>Faculty</b>	<b>Rs.3000/-</b>	<b>Rs.3500/-</b>
<b>Scholars</b>	<b>Rs.2500/-</b>	<b>Rs.3000/-</b>
<b>Industry Participants</b>	<b>Rs.4000/-</b>	<b>Rs.5000/-</b>

- Nomination should reach the coordinator on or before 10<sup>th</sup> December 2022
- Registration Fee includes workshop materials, daily meal (Breakfast / Lunch) and refreshments.
- Accommodation will be arranged as on request and with extra payment.
- Certification will be issued to all those who successfully complete the workshop.
- No refund in any case or any circumstances will be entertained.
- Group of three members receives 10% discount on the total registration fee.