

## KEY RESOURCE PERSON



**Prof. Rajeev Choudhary,**  
Professor, Pt. Ravishankar Shukla University,  
Raipur, Chhattisgarh



**Prof. Vishal Shukla**  
Professor & Head, School of Management  
AURO University, Surat, Gujrat



**Mr. Manoj Kumar Mishra,**  
Assistant Professor, School of Management  
OP Jindal University, Raigarh, Chhattisgarh.

## ORGANIZING SECRETARIES

- Dr. Muralidhar Majhi,  
Asst. Prof., School of Economics, GMU
- Dr. Gnyana Ranjan Bal,  
Asst. Prof., School of Commerce, GMU
- Shibani Sharma,  
Asst. Prof., School of Management, GMU

## ORGANISING TEAM

- Dr. Mahesh Kumar Bagarti, Faculty.
- Mr. Subrat Pradhan, Faculty.
- Mr. Sandeep Mukharjee, Faculty.

## OUR ESTEEMED PATRONS



**Chief Patron**  
Prof. N. Nagaraju  
Vice Chancellor,  
G.M. University.



**Patron**  
Dr. Susanta Kumar Das  
Chairman, P.G. Council,  
G.M. University.



**Patron**  
Sri Sanat K. Naik  
Registrar,  
G.M. University.



**Patron**  
Dr. Uma Charan Pati  
Dy. Registrar,  
G.M. University.

## CONVENERS



Dr. Srinibash Dash  
HoD, School of Management,  
G.M. University, Amruta Vihar.



Dr. Priyabrata Panda  
HoD, School of Commerce,  
G.M. University, Amruta Vihar

## INVITATION



**GANGADHAR MEHER UNIVERSITY,**  
Amruta Vihar,  
Sambalpur-768004 (Odisha)

## **Four Day National Workshop On**

**“Advanced Research  
Methodology: Cutting-Edge  
Techniques for Data Analysis.”**

**18<sup>th</sup> to 21<sup>st</sup> March, 2024**



**18<sup>th</sup> to 21<sup>st</sup> March, 2024**

**10:00 am - 5:00 pm**

**Jointly Organized by:**

**School of Management, Economics and Commerce.**

## ABOUT THE WORKSHOP

The "Advanced Research Methodology: Cutting-Edge Techniques for Data Analysis" is designed to equip participants with essential skills to navigate the ever-changing landscape of research. With a focus on enhancing research knowledge, the workshop draws participants from diverse regions, fostering collaboration and exchange of ideas. Participants will gain expertise in various aspects of research methodology, including study design, sampling techniques, sample size estimation, data summarization, presentation, and analysis.

Moreover, the workshop serves as an introduction to Structural Equation Modeling (SEM) using AMOS software. SEM, an extension of the general linear model (GLM), enables researchers to test multiple regression equations simultaneously, elucidating complex relationships among latent variables. Participants will delve into the logic, assumptions, and practical application of SEM, learn how to build and test models using AMOS.

By offering comprehensive training in advanced research methodologies and SEM techniques, this workshop empowers participants to adapt to rapid changes in the research landscape, fostering innovation and excellence in research endeavors.

### WORKSHOP OBJECTIVES

Participants will be able to:

- ✓ Select appropriate research methodology for their areas of research, enhance their data analytics skills.
- ✓ Learn, interpret and perform various statistical analysis.

## WORKSHOP SCHEDULE

First Day			
Date	Session	Topic	Resource Person
18.03.2024	First Technical Session	Basic knowledge of research; Formulation of research problem; Research design; Types of data; Data collection methods. Questionnaire development, Measurement & Scaling; types of scale.	Prof. Rajeev Chaudhury
	Second Technical Session	Hands on -SPSS Data Entry, Pre testing assumptions- normality, validity, reliability, homogeneity; Sample size determination; Hypothesis testing; Z-test, t-test, F-test, chi-square test. Analysis of variance (One and Two way).	Prof. Rajeev Chaudhury
Second Day			
19.03.2024	First Technical Session	Hands on Non- parametric test- Wilcoxon Rank Signed test(One sample); Mann-Whitney test (Two independent sample); Wilcoxon Rank Signed test (Two dependent sample); Kruskal-Wallis test (More than two independent sample); Friedman's ANOVA (More than two dependent sample); Chi square test.	Prof. Rajeev Chaudhury
	Second Technical Session	Regression, Multiple Regression Analysis; Discriminant Analysis(Two and Three Groups); Logistic Regression.	Prof. Rajeev Chaudhury
Third day			
20.03.2024	First Technical Session	When to use AMOS, how to use AMOS, Rules and techniques for use AMOS.	Prof. Vishal Shukla
	Second Technical Session	Structural Equation Model using AMOS: Model Fit summary, Goodness of Fit Index (GFI) Adjusted GoodnessFit Index (AGFI), NFI, CFI and RMSEA.	Prof. Vishal Shukla
Fourth day			
21.03.2024	First Technical Session	EFA: Exploratory Factor Analysis, CFA: Confirmatory FactorAnalysis, AVE: Average Variance Extracted.	Mr. Manoj Kumar Mishra

## WHO SHOULD PARTICIPATE

The Workshop is open for researchers of all disciplines, Academicians & Professionals.

- UG, PG students & Research Scholars.
- Corporate Personnel.

### IMPORTANT DATES:

Opening Date for Registration: **01-March-2024**

Closing Date for Registration: **16.03.2024 (6:00PM)**

Intimation to Registered Participants by Email: **17.03.2024**

**\*Contact Details for any Queries:**

Mr. Khageswar Sahu- **8658313268**

Mrs. Shibani Sharma-**7008484609**

## FEE REGISTRATION PROCESS

### Participants Category

**UG/PG Students: INR. 400/-**

**M.Phil, Ph.D. & Other Participants: INR. 400/-**

**Corporate Participants: INR. 1000/-**

**Participants Limit: 150 only**

Registration fee is meant for participation in the workshop, e-certificate & e-access to the workshop. (No Accommodation will be provided)

Registration fee can be transferred through mobile apps/online banking/mobile banking etc. to the following account number and upload the screenshot/photocopy of the transaction reference number.

**Account Holder Name:**

**Account Number:**

**IFSC Code:**

**Bank Name:**

**Branch:**

**HoD, Dept. of Professional Studies**

**21010110041697**

**UCBA0002101**

**UCO BANK**

**Budharaja, Sambalpur**



## REGISTRATION LINK

Participants should fill up the registration form by clicking on the following link.

<https://forms.gle/nQuH5BZ9zKQosFoz7>

- ❖ The workshop will be on Blended Mode and the link will be sent to the participants well in advance to their registered email and mobile number.

**Workshop  
18<sup>th</sup> to 21<sup>st</sup>,  
March,  
2024**