



Workshop on Qualitative and Quantitative Research, Software Applications and Thesis Writing



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30th and 31st July 2016

In Association with





Why Qualitative and Quantitative Research, Software Applications and Thesis

By using a combination of qualitative and quantitative data, a researcher can improve an evaluation by ensuring that the limitations of one type of data are balanced by the strengths of another. This will ensure that understanding is improved by integrating different ways of gaining knowledge. Most evaluations collect both quantitative data (numbers) and qualitative data (text, images, opinion, observations); however it is important to plan in advance how these will be combined. Once the data is collected, analysis of data plays an important role. To do the appropriate data analysis, appropriate tests are to be used which are relevant to the research. Finally the report writing should be correct to improve the quality of research.

Objectives of the Workshop

With an ever increasing complexity of business, social operations and social problems, it has become a necessity to understand research methodology, The key objective of this program is to equip management & social researchers with qualitative and quantitative research and various statistical tools which are widely used in management & social science research. This program is to make researchers aware about thesis writing also. This program is primarily meant for faculty, Industry executives and research scholars

Date: 30th July 2016 (Sat) day)

Time	Programme
9.00 am -9.30 am	Registration & Breakfast
9.30 am -10.00am	Inaugural Function
10.00 am-12.00am	Qualitative Research
12.00 noon to 12.15 pm	Tea Break
12.15pm to 1.30 pm	Writing Research Paper
1.30 pm to 2.00 pm	Lunch Break
2.00pm to 3.00pm	Quantitative Research : Population and sampling- Sample size calculation for quantitative Research, Types of scale
3.00pm to 6.00 pm	Thesis Writing

Date: 31st July 2016 (Sunday)

Time	Programme
9.30 am -10.00 am	Breakfast
10.00am-12.00am	Introduction to SPSS Statistics, Data Handling and Preparation, Missing Value Analysis, Building Charts & Graph board
12.00 noon to 12.15 pm	Tea Break
12.15 am -1.30pm	Descriptive Statistics, T tests and ANOVA
1.30 pm to 2.00 pm	Lunch Break
2.00pm to 3.30pm	Dimension Reduction (Factor Analysis).
3.30pm to 3.45pm	Tea Break
03.45 PM to 05:00 PM	Predictive Techniques:-1. Automatic Linear Modeling 2. Regression Analysis.
05.00pm to 5.15pm	Vote of Thanks and Certificate Distribution

Registration Fees

- Faculty Members-1000/-
- Industry Executives-1000/-
- Research Scholars-700/-

Fees Includes workshop Registration Fee , Workshop Kit ,Food and Refreshments and Certificates

**For any enquiries kindly contact:
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**(Mr. Lalit Prasad/
Mr. Sibi Abraham)**

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Resource Persons



Dr. Amod Markale is an academician and researcher having publications in reputed national and international journals. His expertise is in the field of Research Methods.

Dr. Vasant Bang is a management educator, researcher & consultant with Ph.D from BITS, Pilani having publications in national and international journals of repute and leading newspapers in India.

Mr. Lalit Prasad has completed his M.Sc. in Mathematics with Operations Research specialization and MBA in Marketing ,HRM. He has 9+ years of experience in the field of academics and research.

Mr. Amitabh Patnaik has the seven years of experience in the teaching field. His area of expertise is organizational management and economics . He has been teaching SPSS for the past 5 years.



ABOUT SPSS

Since 1999, **SPSS South Asia** has been in the business of providing analytical solutions around SPSS range of products in India. For nearly two decades, it has worked to introduce analytics to academic, corporate, research and government organisations.

ABOUT DYPIMS

Padmashree Dr. D. Y. Patil Institute of Management Studies (DYPIMS), Pune is amongst the premier Management institutes of Dr. D. Y. Patil Pratishthan, Pune. It is affiliated to Savitribai Phule Pune University (formerly University of Pune), approved by AICTE and recognized by Government of Maharashtra. It offers full-time MBA program of 2 years. The MBA program is accredited by **NAAC** with 'A' Grade & also formerly by **National Board of Accreditation (NBA)**, New Delhi.

Location

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