

RESOURCE PERSONS



Prof Saurabh Agarwal is a graduate and post graduate engineer from IIT Kanpur and IIT Delhi. He is a trainer to Great Learning, Chennai & EICT Academy IIT Guwahati. He is a consultant to IBM and UNESCO for Business Analytics. He has interest in Data Mining, Data Analysis, Business Analytics, Structural Equation Modelling, Machine Learning and works on platforms like R, Python, SPSS, Amos, Clementine, IBM Watson Analytics, etc.



Prof. (Dr.) Masood H. Siddiqui is Dean (Research) and Professor in the area of Decision Sciences and Operations at IIM, Lucknow. He teaches papers like Quantitative Analysis, Data Analytics, Operations Research, Research Methods and Advanced Data Analysis. His area of expertise is Multivariate Data Analysis, Decision Modeling, Soft Operations research etc. He has co-authored the famous book "Statistics for Management" (Pearson Publications). He has more than thirty five research papers to his credit in various International acclaimed journals and has more than two hundred and ninety citations, including eight h-index and seven i-10 index as on today.



Prof. (Dr.) Sanjay Medhavi is a passionate academician. He was Head of the Department of Business Administration, University of Lucknow. He is a member of the Board of Studies in six universities. He has contributed extensively in National and International Journals on various contemporary areas of Management. He conducts corporate training programmes besides delivering lectures, keynote addresses and acting as a resource person in MDPs and workshops. His areas of specialization are Entrepreneurship, Information Technology, and Research Methods.

Session on "Art of Writing Research Paper and Publication Avenues" by a Senior Professor from IIM Lucknow.

ABOUT LUCKNOW

Lucknow, the capital of Uttar Pradesh, lies in the middle of the Heritage Arc. The Heritage Arc signifies heritage in terms of cultural, historical and natural aspects. Moving on this arc from one end of the state to the other, takes travellers through Agra region, Lucknow region and Varanasi region, with several exciting destinations along the way. Lucknow, adorably known for its Nawabi era, sophistication, mannerism, nazakat and at the top of everything, amazing food, is a blend of the ancient and the modern, which is quintessential to Lucknow and the world acknowledges it. Chicken to eat and Chikan embroidery to wear are unique to Lucknow. There is something special to eat and cherish for everyone; kebabs and biryani for non-vegetarians and sweets and gravies for vegetarians are the sumptuous lip-smacking delicacies that are most attractive for the visitors. It is home to extraordinary monuments depicting a mesmerizing blend of ancient, colonial and oriental architecture.

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IILM Lucknow



IIA

FACULTY DEVELOPMENT PROGRAMME

on

**Research Methodology,
Use of R Programming and
Introduction to
Qualitative Research**

JULY 1-6, 2019

9.30 AM-5.00 PM



ABOUT THE INSTITUTE

IILM Academy of Higher Learning, Lucknow, a national name in management education, was established in the year 2004, under the aegis of the Ram Krishan and Sons Charitable Trust, Lodhi Road, New Delhi. The trust is running various premier management institutions by the name 'IILM' in various cities like New Delhi, Noida, Greater Noida, Gurgaon (now IILM University), Jaipur and Lucknow. The Lucknow campus offers a two-year full-time **Post Graduate Diploma in Management (PGDM) Programme**, which is approved by AICTE, Ministry of HRD, Govt. of India, and also the **Master of Business Administration (MBA) Programme** affiliated to Dr. APJ Abdul Kalam Technical University, Lucknow. It has recently launched B.Voc (BFSI) program for undergraduates which is duly approved by AICTE and is affiliated to AKTU. In addition to the above courses, IILM offers Management Development Programs (MDPs) and consultation to organisations at a nominal fee.

ABOUT THE FDP

The use of proper statistical tools in research has become a necessity these days. Hence, to cater to the needs of academicians, researchers, and industry, IILM Lucknow is offering a six days FDP on **Research Methodology, Use of R Programming and Introduction to Qualitative Research** from **July 1 - 6, 2019**.

The objective of this FDP is to build up a sound understanding of research design, identify appropriate statistical tools for data analysis, and to develop skills to use software like R for analyzing quantitative data. The FDP intends to provide an introduction to Qualitative Research, which is gaining a lot of popularity in social sciences and is being applied worldwide. The FDP will focus on hands-on training methodology with practical sessions on the models and tools used in different subject domains. It will help participants in developing suitable research methodology and using proper data analytical tools.

WORKSHOP CONTENTS

DAY 1

- Identifying the Research Objectives and Research Process
- Research Design & Sampling Design
- Data Collection and Hypothesis Testing

DAY 2

- Introduction to R
- Outliers, Split Files and Graphs
- R Interface, R Console, R Studio, R Commander
- Data Structures, Vectors, Matrices

DAY 3

- Arrays, Lists, Data Frames, Importing and Exporting Data from R
- Testing of Hypothesis (Parametric Tests: Dependent and Independent Sample t-test, ANOVA, Repeated measures of ANOVA), Hands-on Session-Parametric Tests (R)
- Graphical Analysis Histogram, Box Plot, Scatter Plot, Bar Chart,
- Correlation

DAY 4

- Non Parametric Tests (Chi-square test, Mann Whitney, Kruskal-Wallis, Wilcoxon Signed Rank Test, Friedman ANOVA) (R), Hands-on Session-Non-Parametric Tests (R)
- Hands-on Session-Conjoint Analysis (R)
- Linear Regression, Regression Analysis: Bi-variate and Multi-variate, Hands on Session-Regression Analysis: Bivariate and Multivariate (R)
- Factor Analysis Exploratory Factor Analysis (EFA) and Hands-on (R)
- Hands-on Case Study on R

DAY 5

- Art of Writing Research Paper and Publication Avenues
- Time Series Analysis – 1, Different models of time series: Simple, Exponential Smoothing, Holt's Trend model, Winter's model
- ARIMA (Auto Regressive Integrated Moving Average) : Model to forecast

DAY 6

- Introduction to Qualitative Research
- Collection of Data for Qualitative Research
- Qualitative Data Analysis Methods
- Interpretation of Qualitative Data and Findings

WHO SHOULD ATTEND?

Faculty members, research scholars, industry delegates, students, entry-level and mid-career professionals working in the development sector, professionals interested and/or working on research projects, any person interested in research.

VENUE AND ACCOMMODATION

Venue: IILM Academy of Higher Learning, 1, Viraj Khand, Gomti Nagar, Lucknow.

Accommodation: We can help providing accommodation to our outstation participants (on request) in nearby hotels on twin sharing basis in AC Rooms on payment basis. Payment shall be made to the hotel directly.

REGISTRATION PROCESS

Category	Registration Fee (Rs.)	Early Bird Registration Amount (Rs.)
Academician	6000	5500
Research Scholar and IILM Alumnus	5000	4500

Early Bird Registration Discount will be applicable till Saturday, June 15, 2019.

Group Discount @ 10% for FIVE or more participants from the same institute/department.

Limited Seats, to be catered on first come first serve basis. Last date for Registration Saturday, June 22, 2019.

FOR REGISTRATION FORM, PLEASE CLICK:

<https://forms.gle/VXYXEMUimHo3pQAi5>

MODE OF PAYMENT

- Registration fee can be paid through Demand Draft drawn in favour of "IILM Academy of Higher Learning" and payable at Lucknow.
- Participants can also pay registration fee through NEFT/online transfer. Details given below:

Beneficiary Name: IILM Academy of Higher Learning- Exp A/c

Bank Name: Oriental Bank of Commerce

Account Number: 06872151003193

IFSC Code: ORBC0100687

Branch Address: Vivek Khand, Gomti Nagar, Lucknow 226010

Important note: Participants must bring their **laptops** with them. Free trial version of R will be installed by the organizers for hands-on training.

Certificate : On the successful completion of the program with at least 90% attendance, each participant shall receive a Certificate of Participation from IILM Lucknow.