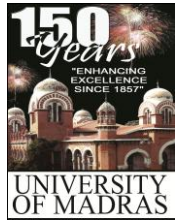




University of Madras

Department of Commerce

(Established under the Act of Incorporation XXVII of 1857 – Madras University Act 1923)
Tholkappiar Campus, Chepauk, Chennai-600 005, Tamil Nadu, INDIA
Telephone: 2539 9624



Dr. R. SHANTHI
Assistant Professor

Date: 10.05.2017

Dear Sir/Madam,

Greetings!

We are pleased to inform you that Department of Commerce, University of Madras in association with The Business Lab is propose to organise 3 days National Workshop on “**Application of SPSS & AMOS in Business Research**” to be held on 6th – 8th , June, 2017.

The primary purpose of this workshop is to provide clear understanding of specific statistical tests and interpretation of findings by (1) Explaining the purpose of relevant statistical tests and research design (2) Demonstrating how to execute Univariate and Multivariate statistical tests, and (3) Explaining how obtained results to be interpreted. The workshop will

- Provide hands on experience with the latest advances in statistical analysis,
- Help to enhance methodological skills, and
- Inculcate a conceptual understanding on business research.

Topics to be covered : General Orientation Towards Business Research, Fundamental of Statistics and SPSS, Univariate and Multivariate Analysis such as t-test, ANOVA, Regression, Correlation, Factor Analysis, Cluster Analysis, Discriminant Analysis, Correspondence Analysis, Multidimensional Scaling, Neural Network, Decision Tree, Structural Equation Modeling.

This workshop will enrich the knowledge of the participants on statistical analysis and writing of research papers, research proposal and doctoral thesis on their own.

Registration Fees – Rs. 3000 for Research Scholars, Faculties and Rs.5000 for Industry Participants.

Kindly confirm your registration on or before 20th May 2017. The number of participants is limited to 30 and the selection will be based on First Come First Serve. Kindly bring your laptop.

Participants are requested to arrange their own accommodation and you can submit your registration by clicking the following link <https://goo.gl/forms/AAKhVPBkB2zyN4iG2>

For any queries, please contact Dr. M.P.Suganya – 9940145568/7810988844 , Ms. R. Abinaya – (0)7358502636 or send an email at conferenceunom@gmail.com.

With Regards,

Dr. R. Shanthi
(Workshop Director)

Three days National Workshop on
“Application of SPSS & AMOS in Business Research”
On 6th – 8th June 2017
Schedule

Day - 1 (06.06.2017)	10.00 A.M. – 01.00 P.M.	Orientation Towards Research	Dr.V.D.Swaminathan, Professor, Department of Social Work, University of Madras
	02.00 P.M. - 05.00 P.M.	Scaling Technique, Introduction to SPSS	Dr. Anita Priscilla Associate Professor, Department of Commerce, Women’s Christian College, Chennai
Dr. Nagalatha Assistant Professor, Department of Commerce, Sri Kanyaka Parameswari Arts and Science College for Women, Chennai			
Day - 2 (07.06.2017)	10.00 A.M. – 01.00 P.M.	Univariate Analysis such as t-test, ANOVA, Chi – Square, Correlation, Regression	Dr.V.Chithra Assistant Professor, Department of Commerce, Kristu Jayanti College, Bengaluru
	02.00 P.M. - 05.00 P.M.	Factor Analysis, Application of AMOS, Structural Equation Modeling	Dr. M. Vidya Assistant Professor, The Tamilnadu Dr.Ambedkar Law University, Chennai
Day - 3 (08.06.2017)	10.00 A.M. – 01.00 P.M.	Cluster Analysis, Discriminant Analysis, and Correspondence Analysis	Dr. S. Meena Assistant Professor & Head Department of Commerce (Accounting & Finance) Bhaktavatsalam Memorial College for Women, Chennai
	02.00 P.M. - 05.00 P.M.	Multidimensional Scaling, Neural Network and Decision Tree	Dr. R.Shanthi Workshop Director Assistant Professor, Department of Commerce, University of Madras, Chennai
Dr. M. P. Suganya Market Research Consultant The Business Lab, Chennai			



NATIONAL WORKSHOP ON

Application of SPSS & AMOS in Business Research

6th – 8th, June 2017

Organised By

Department of Commerce, University of Madras

REGISTRATION FORM

Name :

Designation :

Organisation / Institution :

Correspondence Address :

Mobile :

E-mail :

Demand Draft Details :

Rupees :

Dated :

Bank :

Branch :

Date :

Signature of the Participant:

Note:

- Demand Draft should be taken in favour of “**The Registrar, University of Madras**”, Payable at Chennai
- The registration fees along with duly filled Registration form must reach the **Workshop Director on or before 25/05/2017**.
- For queries contact this email ID – conferenceunom@gmail.com

Dr. R. SHANTHI

Workshop Director

Assistant Professor

Department of Commerce

University of Madras

Chepauk, Chennai – 05, Tamil Nadu, India.