EdMaestro
IMPARTING EXPERTISE

EDMAESTRO PRIVATE LIMITED
(Registered under Ministry of MSME, Government of India)

Five Days Online Workshop
Research Methodology, Academic Writing & Reference Management with hands-on SPSS & Mendeley

8th – 12th Jan 2024

REGISTRATION FEE

Indian Participants: Rs. 1000/-

Foreign Participants: USD 18

PAYMENT MODE

Bank Transfer to:
EdMaestro Private Limited
A/c No. 126705001961
IFSC: ICIC0001267
SWIFT: ICICINBBNRI (for international payments)

UPI Payment (Paytm / Gpay/ PhonePe / Any Bank UPI) to:
edmaestro@icici
or **9310930533**

Paypal link (for Foreign Participants only):
paypal.me/edmaestroindia

REGISTRATION LINK

https://forms.gle/3ae9QDJTy81c
V3cq5

IMPORTANT TO NOTE

Limited seats to be filled on FCFS basis

E-Certificates and Session Recordings will be provided to all participants.

Practice Data Sets and Study Material will be shared with the participants.

SPSS Trial version and Mendeley download links and guidelines will be provided

CONTACT US

Call / WhatsApp: 9310930533

Email: info@edmaestro.in

WORKSHOP OBJECTIVES

The prime objective of this workshop is to equip the participants with the requisite knowledge and skills for:

- Starting with research and Identifying the right research problem
- Building the research framework and designing questionnaire
- Selection of appropriate data analysis techniques as per objectives
- Concepts behind different multivariate techniques and their uses
- Using SPSS for data analysis & interpretation of the statistical results
- Writing thesis & quality research papers publishable in indexed journals
- Reference Management using Mendeley Desktop & Web Importer

Dr. Anubhuti Dwivedi
RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academician and entrepreneur with more than 20 years of experience in teaching, consulting, and research in the area of Economics, Finance, Strategy, Behavioural Sciences and Entrepreneurship. She is a doctorate in Economics and double post graduate in Economics & Management with strong background of Mathematics, Statistics and Economics in graduation. She has worked as Head of various reputed institutions during her academic career leading their quality transformation and accreditation processes. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, DEAP, DPIN, MaxQDA, NVivo and RStudio. She is a certified Mendeley Advisor and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus and ABDC indexed journals. She has successfully completed a research project funded by New York University, U.S. and National Stock Exchange, India. She is on the editorial board of various journals and is a research mentor to numerous scholars. She is also trained from Entrepreneurship Development Institute of India in entrepreneurship mentoring, and is an IBM certified Design Thinking Practitioner. She holds specializations in Advanced Excel and Virtual Teaching from International Universities. She has been awarded with The Women of Excellence Award by Business View and recognized as one of the 10 most influential women leaders in Indian Education by Higher Education Digest. She is also an institutional consultant for NEP implementation, Outcome Based Education and Accreditation of HEIs.

WORKSHOP SCHEDULE (Timing: 6:15 PM – 8:30 PM, Platform: Zoom)

Day 1	Problem Identification, Literature Review – How to perform keyword search using Google Scholar and other databases, Designing Research Framework based on Theory, Framing Objectives and Developing Hypotheses, Sampling, Measurement & Scaling, Questionnaire Designing
Day 2	Basics of Hypothesis Testing – Level of significance, One tailed and Two tailed tests, Type I and Type II Errors, Introduction to Parametric & Non-Parametric Techniques of Data Analysis, Data Preparation & Basics of Working with SPSS, Testing for Normality, Cross Tabs & Chi-Square Test
Day 3	T-Test, Mann Whitney Test, Wilcoxon Signed Rank Test, ANOVA, ANCOVA, Kruskal Wallis Test, Correlation, Simple & Multiple Regression – Statistical Analysis with SPSS & Interpretation of t-values, p-value, R^2; Normality, Multicollinearity and Heteroscedasticity Tests for Regression
Day 4	Logistic Regression, Cluster Analysis – Hierarchical, K-Means and Two-Step, Exploratory Factor Analysis in SPSS, Introduction to CFA and Structural Equation Modelling (SEM) – Constructs, Measurement Model, Structural Model, Concept of Reliability & Validity, Path Diagram and Path Coefficients
Day 5	Writing Thesis and Good Research Papers for publication in Scopus/ ABDC/ WoS Journals. In text citation and referencing using Mendeley, How to save time in formatting references as per journal requirements using Mendeley, Managing Mendeley Library, Importing references from web to Mendeley, Sharing references with Co-authors