

EDMAESTRO PRIVATE LIMITED  
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MSME, Govt of India)

## REGISTRATION FEE

Indian Participants: Rs. 1250/-  
Foreign Participants: USD 25

## PAYMENT MODE

Bank Transfer to:  
EdMaestro Private Limited  
A/c No. 126705001961  
IFSC: ICIC0001267  
UPI Payment to UPI ID:  
edmaestro@icici



Card payments not accepted

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

## REGISTRATION LINK

<https://forms.gle/LUK6g-wTgroDWZLJB7>

## IMPORTANT TO NOTE

Limited seats on FCFS basis.

E-Certificates and Session  
Recordings (1 year viewing access)  
for all participants.

Practice Data Sets and Study  
Material will be shared.

Membership of EdMaestro  
Research Forum for query solving  
any time after the workshop.

SPSS trial version can be  
downloaded by participants.  
EdMaestro will not provide any  
pirated version of the software.

## CONTACT US

Call / WhatsApp: 9310930533

Email: info@edmaestro.in

# EdMaestro Academy Workshop

## Fundamentals of Research Methodology and Data Analysis with SPSS

(special session on data preparation in Excel)

14<sup>th</sup> – 18<sup>th</sup> Oct 2024

6:15 – 8:30 PM (India)

## WORKSHOP OBJECTIVES

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

Identifying the research gaps through literature review and select research topic

Building the research framework and designing questionnaire

Fundamentals of Hypothesis Testing and inference from significance tests

Selection of appropriate data analysis techniques as per objectives

Using Excel for data cleaning, coding, reverse coding & transformation

Using SPSS for data analysis & interpretation of the statistical results

Drawing and writing conclusions based on the statistical test results

**Dr. Anubhuti Dwivedi**  
RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academician and entrepreneur with over 23 years of experience in teaching, consulting, and research. 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 Dean / Director of various reputed institutions during her illustrious academic career leading their academic, research, and administrative 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. Her research project on Digital Payments Adoption in India was funded by New York University, U.S. and NSE, 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 and 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 and has conducted training sessions on research methods, NEP & Entrepreneurship for various prestigious institutions like SRCC, University of Delhi; GLA University, Mathura; Jaipuria Inst. of Mgt., Jaipur; BSSIAS, Bhopal; Auro University, Gujarat; VVM, Goa, J.C. Bose University, Haryana; and Acropolis, Indore among others.

## WORKSHOP SCHEDULE (Timing: 6:15 PM – 8:30 PM IST, 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 techniques and sample size determination
Day 2	Measurement & Scaling – nominal, ordinal, interval & ratio scales, Concept of Reliability & Validity in a scale Questionnaire Designing & Scale Development – Process & practical guidelines Basics of Hypothesis Testing – Null & Alternative hypothesis, One tailed and Two tailed tests, Type I and Type II Errors (significance and power of test), drawing inference and conclusions from test results.
Day 3	Introduction to major Parametric & Non-Parametric Techniques of Data Analysis Data Preparation in Excel – Cleaning, Coding, Reverse Coding, Transforming, Making Dummy variables. Working with SPSS – Data Descriptives, Testing Normality, Cross Tabs & Chi-Square Test
Day 4	Working with SPSS - T-Test, Mann Whitney Test, Wilcoxon Signed Rank Test, ANOVA, ANCOVA, Kruskal Wallis Test, Correlation, Multiple Regression with Interpretation of t-values, p-value, R <sup>2</sup> ; Normality, Multicollinearity and Heteroscedasticity Tests for Regression in SPSS
Day 5	Working with SPSS - Logistic Regression, Cluster Analysis – Hierarchical, K-Means and Two-Step, Exploratory Factor Analysis, Estimating construct reliability (Cronbach's Alpha) Introduction to CFA and Structural Equation Modelling (SEM) – Constructs, Measurement Model, Structural Model, Path Diagram and Path Coefficients