EdMaestro
Imparting Expertise

presents

EdMaestro Academy's
APRIL 2025 WORKSHOPS

WS1

Fundamentals of Research Methodology & Data Analysis with SPSS
(with Data Preparation in Excel)

7th - 11th April 2024

6:15 - 8:30 PM

WS2

Systematic Literature Review, Bibliometric Analysis & Academic Writing
(Excel for SLR, VOSviewer & Biblioshiny for Bibliometrics & Mendeley for Ref. Mgt.)

28th Apr - 2nd May 2025

6:15 - 8:30 PM

Option to get combined certificate of 10 days course if registered for both workshops

Register at: **https://forms.gle/Barot55iUDnhZXBt9**

REGISTRATION FEE

Indian Residents:
Only WS1: INR 1250
Only WS2: INR 1250
Both Workshops: INR 2000

Foreign Participants:
Only WS1: USD 25
Only WS2: USD 25
Both Workshops: USD 40

Contact Us
Email: info@edmaestro.in
Call / WhatsApp: +91 9310930533

EdMaestro Academy Workshop
Fundamentals of Research Methodology and Data Analysis with SPSS
(special session on data preparation in Excel)

EdMaestro
Imparting Expertise

EDMAESTRO PRIVATE LIMITED
(Registered under MCA & Ministry of MSME, Govt of India)

7th – 11th Apr 2025

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 research gaps through literature review to frame research models
- Determining appropriate sampling technique and sample size
- Proper designing of questionnaire for avoiding reliability & validity issues
- Selection of appropriate data analysis techniques as per objectives
- Using Excel for data cleaning, coding, reverse coding & transformation
- Understanding the basics of hypothesis testing and associated statistics
- Using SPSS for data analysis & writing interpretation of the statistical results

Dr. Anubhuti Dwivedi
DIRECTOR & CHIEF TRAINER

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.

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.

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

Day	Content
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^2; 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

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REGISTRATION FEE

Indian Participants: INR 1250

Foreign Participants: USD 25

PAYMENT MODE

UPI Payment to:
9897831700

UPI through cards not accepted

Bank Transfer to:

Anubhuti Dwivedi
A/c No. 126701506227
IFSC: ICIC0001267
SWIFT: ICICINBBNRI

Paypal link:

paypal.me/edmaestroindia
(USD payment only)

REGISTRATION LINK

https://forms.gle/Barot55iUDnhZXBt9

IMPORTANT TO NOTE

E-Certificates, Recordings (1 year viewing access) & Study Material will be provided

Complementary membership of EdMaestro Research Forum for collaboration and query solving

VOSviewer, Biblioshiny & Mendeley are free software, installation instructions will be shared

Scopus / WoS Database subscription will not be provided by EdMaestro

CONTACT US

Call / WhatsApp: 9310930533
Email: info@edmaestro.in

EdMaestro Academy Workshop

Systematic Literature Review, Bibliometric Analysis & Academic Writing

28th Apr – 2nd May 2025   **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:

- Conducting SLR using PRISMA, SPAR-4 & frameworks like TCCM, ADO, TCM-ADO, 5W+1H
- Extracting literature data from databases and using Excel for analyzing the files
- Identifying the research gaps through SLR and select / recommend future research topics
- Conducting Bibliometric Analysis with VOSviewer & Biblioshiny and presenting in papers
- Writing thesis & quality research papers to match Scopus/WoS/ ABDC journal standards
- Citing and formatting of references, and collaborating with co-authors using Mendeley
- Drafting proper cover letter and response to reviewers for journal paper submissions

Dr. Anubhuti Dwivedi
DIRECTOR & CHIEF TRAINER

Dr. Anubhuti Dwivedi is an academician and entrepreneur with 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. 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 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.

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

Day 1	Narrative Literature Review vs. Systematic Literature Review – Basic Concept Extracting Data from various databases like Scopus, Web of Science, Dimensions, etc. Steps for conducting SLR using PRISMA and SPAR-4
Day 2	Frameworks used in SLR - TCM, TCCM, ADO, TCM-ADO, 5W+ 1H, IMO Combining frameworks for impactful review (What, Why, How)
Day 3	Bibliometric Analysis – Meaning and key concepts important to report in papers Conducting Bibliometric Analysis using VOSviewer (Hands-on session)
Day 4	Conducting Bibliometric Analysis using Biblioshiny (Hands-on session) Presenting Bibliometric Analysis results in a Paper - Publication trends, most-cited authors, top journals, Co-Citation Analysis, Keyword Analysis, Bibliographic Coupling, Thematic Evolution
Day 5	Writing quality thesis and Research Papers for publication in Scopus/ ABDC/ WoS Journals Drafting cover letters, response / rebuttal letters for journals Mendeley: Adding & Managing references, In text citation and reference list, Changing reference formats as per journal requirements, Sharing references with Co-authors