



International School of Business & Media, Kolkata (ISB&M)

**“7 Day Workshop on Advanced Research Analytics”
June 17-23, 2019**



Venue : **ISB&M, Kolkata**

330/2 Pujali Trunk Road, P.S. – Budge Budge, Kolkata - 700138



Dr. Pramod Kumar, PhD (IIT B), *President, ISB&M Group.*

About ISB&M Kolkata

International School of Business & Media Kolkata was the second campus in the ISB&M family after Pune, set up in 2004. We are also at Bangalore. The ISB&M riverside campus is presently situated on the banks of the river Hooghly, in historical Budge Budge suburb. ISB&M, Kolkata has over 2000 alumni performing exceedingly well in different parts of the country and abroad. ISB&M Kolkata offers AICTE approved Post Graduate Diploma in Management (PGDM). The first international conference on “Emerging Socio Economic Trends and Business Strategy” organized by International School of Business & Media Kolkata in association with Indian Economic Association (IEA) and funded by Indian Council of Social Science Research (ICSSR) was attended by 65 participants from India, Malaysia, Bhutan and Bangladesh.

About the 7day Workshop

Research analytics is an essential tool of modern days to predict future uncertainties and decision making. International School of Business & Media, Kolkata is organizing a “7 day workshop on Advance Research Analytics” from 17th to 23rd June, 2019 to equip research professionals and / aspiring scholars with thorough knowledge to achieve precession for better decision making.

Topics to be covered

- Discriminant & Cluster Analysis
- Principal Components Analysis (PCA)
- ANOVA, MANCOVA
- Regression Analysis
- Integrity in research & Publication
- Data Envelopment Analysis(DEA)
- Parametric & Nonparametric Testing
- Structural Equation Modeling (SEM)
- Path Analysis

Pedagogy

Combination of expert lectures, hands on training sessions with econometric & statistical packages. Softwares to be used are SPSS and STATA.

Workshop Outcome

- Conceptualize the research problem and comprehend the research process.
- Understand the application of advanced statistical tools in research.
- Generate ability to publish research paper and increase citation.
- This workshop will contribute to UGC approved API score.

Resource Persons

Dr Gautam Bandhopadhyay. Ph.D.(JU), *NIT-Durgapur.*

Dr Sudip Mukherjee. Ph.D.(Cal), *Dinabandhu Mahavidyalaya, Bongaon.*

Dr Anirban Sarkar. Ph.D.(CU), *WBSU*

Dr Shivaji Banerjee. Ph.D.(BU), *St. Xavier's College, Kolkata*

Dr Arijit Ghosh. Ph.D.(JU), *St. Xavier's College, Kolkata*

Dr Subhasis Bera. Ph.D.(JNU), *ISB&M Kolkata*

For Whom

Faculty members / Research scholars of educational institutions / Universities / Corporate employees dealing with data analysis.

Registration fee

| Category of participants | Registration fee |
|--------------------------|------------------|
| Executive/ Consultant | INR 3500 |
| Academician / Scholar | INR 3000 |

Registration fee also includes study material, lunch and Workshop Certificate.

Contact : Dr Soumik Gangopadhyay. 9903981505 & Dr N. Srividya. 9831610069

e-mail: isbmk.pdp@gmail.com

Direction to reach the campus

The campus is located on Pujali Trunk Road, opposite to Pujali guest house near Achipur ghat. Reach BudgeBudge station by availing train from Sealdah station or drive through Taratola-Kolkata and then reach Achipur.

Workshop Schedule

“7 Day Workshop on Advanced Research Analytics”

| | | | |
|--------------------------------|---|------------------------|--|
| Day-1 Monday 17.06.19 | Registration | 10 – 10:30 A.M | Dr. Sudip Mukherjee Dinabandhu Mahavidyalaya, Bongaon. |
| | Discriminant & Cluster Analysis | 11A.M – 1PM & 2 – 4 PM | |
| Day-2 Tuesday 18.06.19 | ANCOVA, MANOVA, Principal Component Analysis, Factor Analysis | 11A.M – 1PM & 2 – 4 PM | Dr. Anirban Sarkar West Bengal State University |
| Day-3 Wednesday 19.06.19 | Canonical Regression Analysis | 11A.M – 1PM | Dr. Subhasis Bera ISB&M, Kolkata |
| | Integrity in Research & Publication | 2 – 4 PM | Dr. Shivaji Banerjee St. Xavier’s College, Kolkata |
| Day-4 Thursday 20.06.19 | Data Envelopment Analysis | 11A.M – 1PM & 2 – 4PM | Dr. Arijit Ghosh St. Xavier’s College, Kolkata |
| Day-5 Friday 21.06.19 | Parametric & Nonparametric Testing | 11A.M – 1PM & 2 – 4 PM | Dr. Anirban Sarkar West Bengal State University |
| Day-6 Saturday 22.06.19 | Structure Equation Modelling | 11A.M – 1PM & 2 – 4 PM | Dr. Gautam Bandhopadhyay NIT-Durgapur |
| Day-7 Sunday 23.06.19 | PATH Analysis | 11A.M – 1PM & 2 – 4 PM | Dr. Gautam Bandhopadhyay NIT-Durgapur |

Lunch will be served everyday at 1 P.M. at the College Canteen on the 1st Floor.

International School of Business & Media, Kolkata

330/2 Pujali Trunk Road, P.S. – Budge Budge, Kolkata - 700138
West Bengal, India





REGISTRATION FORM

WORKSHOP ON "7 Days Workshop on Advanced Research Analytics"

June 17 – 23, 2019

Venue: ISB&M, Kolkata, 330/2 Pujali Trunk Road, P.S. – Budge Budge, Kolkata - 700138

Name of the participant: _____

Designation: _____

Organization: _____

Address: _____

Mobile No: _____

Email address: _____

Registration Category: Academician Corporate Research Scholar Student

Food Habit: Vegetarian Non Vegetarian

Mode of Payment: Cash Demand Draft NEFT / RTGS

Amount ₹: _____ (in words) _____

Demand Draft No: _____ Date of Issue: _____

Issuing Bank: _____ Branch: _____

Payable At: _____

NEFT / RTGS: _____

Bank account details for RTGS or NEFT:

| | |
|-----------------------|--|
| Beneficiary Name | International School of Business & Media Kolkata |
| Bank account no. (SB) | 918010060098965 |
| Name of the Bank | Axis Bank Ltd |
| Branch name & address | Budge Budge CAL, WB, Kolkata- 137 |
| IFSC Code | UTIB0002260 |
| SWIFT Code | AXISINBB351 |

DD can be made in favor of 'International School of Business & Media Kolkata'

Date:

Signature of participant

Contact person: Dr Soumik Gangopadhyay. 9903981505 & Dr N. Srividya. 9831610069

e-mail: isbmk.pdp@gmail.com