

Date: 9th February, 2021

ONE-WEEK ONLINE PROGRAMME ON RESEARCH METHODOLOGY AND DATA ANALYTICS USING SPSS AND R

(01 Feb, 2021 to 06 Feb, 2021)

ONE - WEEK ONLINE PROGRAMME

Research Methodology & Data Analytics using SPSS and R

Convener

Prof. P. Narayana Reddy,
Director, SVIM



Digital Platform

Zoom and
YouTube



Date

01st - 06th Feb,
2021



Venue

Online



Time

3:00 PM to 5:00 PM

Resource Persons

Prof. P. Narayana Reddy,
Director, SVIM, Tirupati

Prof. Ch. Venkataiah,
GITAM Institute of Management,
Visakhapatnam

Dr. Vijaya Raghavan,
Senior Data Analyst, Ecorys, Chennai

Prof. V. Murugaiah,
Davangere University, Karnataka

Dr. Shaik Nafeez Umar,
S.V. Agricultural College, Tirupati

Dr. Saravana Murikinjeri,
Principal Data Scientist
Prudent Technologies &
Consulting, USA

WHO CAN PARTICIPATE?

Students, Research Scholars,
and Faculty



E-certificates
will be given to
all the participants

ORGANIZED BY

Sree Vidyanikethan Institute of Management - 517 102

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A One Week Online Programme on "Research Methodology and Data Analytics Using SPSS and R" was organized from 01st to 06th February, 2021 by the Department of MBA, Sree Vidyanikethan Institute of Management, Sree Sainath Nagar, Tirupati. There were 778 registrations received from 28 states and UTs in India and from seven countries including China, Bangladesh, Morocco, Ethiopia, Sri Lanka, Oman, and Pakistan. The participants were students, faculty, research scholars, and industry executives. ZOOM platform was used for conducting the workshop.

Day 1 (1st February, 2021): The session started at 3:00 PM with welcome address by Prof.P.Narayana Reddy, Director of SVIM & Convener of the webinar. Dr. ShaikKarim, Associate Professor, Dr. M. Naresh Babu, Assistant professor, and Dr.K.Vidyasagar, Assistant professor, SVIM acted as coordinators for the Programme. The profile of the first resource person Dr. P Narayana Reddy was presented by Dr. Shaik Karim. Then after, Professor P Narayana Reddy gave overview about Research, What is Research, Importance of Research, Objectives of Research and Types of Research. After professor P Narayana Reddy's Session, Dr. M. Naresh Babu welcomed Prof. V.Murugaiah from Davangere University, Karnataka who has talked about sampling and sampling techniques in research methodology.

Day 2 (2nd February, 2021): On day two, session was handled by Professor Ch. Venkataiah, from GITAM Institute of Management, Visakhapatnam. His presentation was on Literature Review and Development of Hypotheses.

Day 3 and 4 (3rd and 4th February, 2021): The sessions were on Data Analysis Using SPSS. Dr. K Vidyasagar read the profile of the Resource person Dr. Shaik Nafeez Umar, Assistant Professor from S.V. Agricultural College, Tirupati who has given details on introduction to hypothesis testing and software SPSS interface later he has also enlighten the participants through hands- on about conducting different statistical test like t-test, descriptive statistics, correlation, regression, multivariate analysis such as factor analysis and cluster analysis. Dr Joice Swarna Latha madam also assisted to complete the session.

Day 5 and 6 (5th and 6th February, 2021): The sessions were on Data Analytics with R which was facilitated by industry experts. First resource person was Dr. Vijaya Raghavan, a senior data analyst and psychometrician from Ecorys India Pvt. Ltd. who has emphasized on introduction to R and R Studio statistical software and its basic by hand-on mode. Moreover, he has also explained how basic statistics can be run in R studio. On the 6th day, Dr. Saravana Murikinjeri, Principal Data Scientist, Prudent Technologies, USA, took the session on data exploration and visualization in R studio along with few basic statistics in R studio. Each session was closed with Q & A from participants.

The closing remarks were given by Prof. P. Narayana Reddy, Director, Sree Vidyanikethan Institute of Management. The session ended at 5.00 PM with vote of thanks by Dr. Shaik Karim, Coordinator of Programme.

The participants highly appreciated for organizing such an interesting one week FDP. They also expressed their satisfaction about the resource persons.