

## About Punjabi University

Punjab Assembly established Punjabi University, Patiala under the Punjab Act No. 35 of 1961. Dr. S. Radhakrishnan, the then President of India laid the foundation of Punjabi University on June 24, 1962. Initially, University's jurisdiction area was fixed as the 16 km radius having only 9 colleges. In 1969, it grew into an affiliating university, with 43 colleges affiliated to it. Now the university caters to the educational needs of nine districts of Punjab. Over the time since its inception, the University has evolved into a multi-faceted and multi-faculty educational institution for the promotion of higher education and research in Humanities, Arts, Sciences, Engineering Languages, Technology, and many more. Spread over 600 acres of land, its 1500+ teachers are imparting instruction and guidance to nearly 14,000+ students in a multi-faceted, multi-pronged, and multi-faculty environment comprising 70+ Teaching and Research Departments/Chairs on its Campus, 27 Regional Centre / Neighbourhood Campuses/ Constituent Colleges, and 274 Colleges affiliated to it.



## 2<sup>nd</sup> National Workshop on Research Methodology and Statistical Tools

25-29 Dec 2021



Department of Business Studies  
Punjabi University  
Guru Kashi Campus,  
Damdama Sahib, Talwandi Sabo  
(Bathinda).

## Department of Business Studies

The Department of Business Studies (DBS) was established in September 1988. The DBS- Department of Business Studies (previously known as UBSS) is an embodiment of the grand vision of transforming management precepts and practice in the context of traditional Indian values. The school has a firm belief in the immense potential and creativity of human resources. The school has well-qualified and experienced faculty drawn from various streams of management theory and practice. The campus has developed its own culture which is characterized by informality, flexibility, family spirit, and above all *Espirit de Corps*.

The primary objective in setting up this campus was the transformation of the society specifically in higher education in the heart of the Malwa region of Punjab. Our philosophy of DBS revolves, around as simple notation i.e. investment in human resource development. Those in the learning stage now will guide nations' destinies in the future. Such a pure and sacred mission makes our job at DBS far more productive and purposeful. The unique distinction of this campus is that it is highly oriented towards the extension of professional education in management and in otherwise predominantly rural areas.

Department of Business Studies has been created to fill a gap in the availability of trained managers capable of taking through the challenges of the global environment. The unique method and course focus on developing core concepts and skills. This ensures that as technology evolves, the student's knowledge does not get outdated. DBS programs aim at providing the student with insight and foresight of professional needs to seize new opportunities and lead their companies well into the future. Formal classroom lectures are Supplements by workshops, seminars as also informal tasks, and discussions among students themselves. The primary source of instruction at DBS is the case study method. Every course has been specially developed by a panel consisting of leading academic and industry experts. While the degree programs qualify a student for a career in the functional areas of every discipline, the intent is to produce professionals who will be the harbingers of change.

## About the Workshop

This workshop is an effort to enrich the researchers in the various areas of social sciences with the latest techniques of data analytics and business modeling by using Statistical Package for Social Sciences Software. Specifically, the objective of the workshop is to apprise the researchers about the usage of the latest software like SPSS, ATLAS TI for the purpose of Business Research.

### Learning Objectives

Specifically, the objective of the workshop is to apprise the researchers about the usage of the latest software's by using SPSS, ATLAS TI for the purpose of:

- Understanding research in the domain of Social Science.
- Accessing quality manuscripts from Scopus and Web of Science databases for writing effective research papers.
- To enable the participants to understand the concept of Correlation, Regression, and various assumptions of Regression.
- To enrich the participants with the intricacies of Logistic Regression, Multinomial Regression, and Ordinal Regression.
- To make the participants well versed with t-test and One-way ANOVA to handle independent categorical variables.
- To enable the participants for reducing dimensions of Independent variables by applying Exploratory Factor Analysis to meet the assumption of Multicollinearity in Multiple Regression.
- Scale Development and refinement by adopting various reliability and validity measures.
- Qualitative Data Collection Approaches
- Data Analysis in Qualitative Research using ATLAS.ti

## Committee

### Patron

**Prof. (Dr.) Arvind, Vice-Chancellor**

Punjabi University Patiala

### Workshop Director

**Prof. (Dr.) Jasbir Singh Hundal**

Campus Director

Punjabi University

Guru Kashi Campus

Damdama Sahib, Talwandi Sabo

### Workshop Convener

**Dr. Anand Bansal**

Head DBS, Punjabi University

Guru Kashi Campus

Damdama Sahib, Talwandi Sabo

### Workshop Coordinators

Dr. Vikas Deep

Dr. Gurvinder Singh

Punjabi University

Guru Kashi Campus

Damdama Sahib, Talwandi Sabo

## Registration Fee

### Non Residential

Rupees 2500/- per participant (Includes Lunch and Tea during sessions)

### Residential

Rupees 4500/- per participant (Includes On-Campus stay and all Meals during workshop days), limited accommodation on a first come first serve basis.

Participants must bring his/ her own laptop for the workshop.

## Organized By:

Department of Business Studies  
Punjabi University Guru Kashi Campus,  
Damdama Sahib, Talwandi Sabo.

### Last Date for Registration

December 15,2021

No.of Seats:40

### Contact Information

Dr. Anand Bansal 97790-06733

Dr. Vikas Deep 98760-76000

Dr. Gurvinder Singh 95010-65655

### Link for Registration

<https://forms.gle/m1YFyCGVTmADLYnK9>

**A payment link will be sent after your participation is confirmed by the organizers.**

Resource Person	Date and Time		Content
<b>Dr. Atul Shiva</b>	25.12.2021	9:30 AM-11:00 AM	<ul style="list-style-type: none"> <li>• Introduction to Research in social science. Type of Variable in research</li> <li>• selection of variables in Research from Scopus and Web of Science Database</li> <li>• Handling Non – Metric variable in research; Chi-square test</li> <li>• Application of t-test; one-sample t-test; independent sample t-test; paired sample t-test; One-way ANOVA</li> </ul>
	25.12.2021	11:15 AM-12.45 PM	
	25.12.2021	1:30 PM-3:00 PM	
	25.12.2021	3.15 PM-4.45 PM	
<b>Dr. Atul Shiva</b>	26.12.2021	9:30 AM-11:00 AM	<ul style="list-style-type: none"> <li>• Introduction to Correlation and Regression; Simple and Multiple Regression; Assumptions of Research.</li> <li>• Logistic Regression; Multinomial Regression</li> <li>• Ordinal Regression. Writing effective research with Logistic Regression</li> </ul>
	26.12.2021	11:15 AM-12.45 PM	
	26.12.2021	1:30 PM-3:00 PM	
	26.12.2021	3.15 PM-4.45 PM	
<b>Dr. Rishi Raj</b>	27.12.2021	9:30 AM-11:00 AM	<ul style="list-style-type: none"> <li>• Data Reduction and identification of variables by using Exploratory Factor Analysis (EFA).</li> <li>• Reliability and validity of Variable</li> <li>• Scale development</li> <li>• Construction of Hypothetical Model by using different theories through the process of content validation</li> </ul>
	27.12.2021	11:15 AM-12.45 PM	
	27.12.2021	1:30 PM-3:00 PM	
	27.12.2021	3.15 PM-4.45 PM	
<b>Dr. Rishi Raj</b>	28.12.2021	9:30 AM-11:00 AM	<ul style="list-style-type: none"> <li>• Construction theoretical conceptual model.</li> <li>• Designing a complete research Paper focusing on causal relationship through TAM Model</li> </ul>
	28.12.2021	11:15 AM-12.45 PM	
<b>Dr. Tejinder Singh</b>	28.12.2021	1:30 PM-3:00 PM	<ul style="list-style-type: none"> <li>• Fundamentals of Qualitative research Approach</li> <li>• Overview of Qualitative Research Designs</li> </ul>
	28.12.2021	3.15 PM-4.45 PM	
<b>Dr. Tejinder Singh</b>	29.12.2021	9:30 AM-11:00 AM	<ul style="list-style-type: none"> <li>• Data collection approaches in qualitative research</li> <li>• Data Analysis Approaches in Qualitative Research</li> <li>• Qualitative data analysis using ATLAS.ti- Overview and interface</li> <li>• Synthesizing Qualitative research using ATLAS.ti</li> </ul>
	29.12.2021	11:15 AM-12.45 PM	
	29.12.2021	1:30 PM-3:00 PM	
	29.12.2021	3.15 PM-4.45 PM	

## About Resource Persons



**Dr. Rishi Raj Sharma** is Professor and Associate Dean at the Department of Business Management, Guru Nanak Dev University RC, Gurdaspur. His H index is 7.13. He published more than 65 research papers and participated in 100 plus conferences.

- Awarded Gold Medal (twice) and Prof. MM Shah memorial research award by Indian Cornnerce Association at All India Commerce Conference, hosted by Bangalore University and KITT Bhubaneshwar.
- Book published with Emerald Insight, UK on 'New Practices and Direction: Sustainability Marketing'.
- Book published entitled, 'Ethical Dimensions Advertising' with LA Publishers, Germany.
- Acting as a reviewer of reputed national and international journals of Emerald Insight, Inderscience Publishers, and Sage publishers.



**Dr. Atul Shiva** is presently working as Associate Professor of Management in the University School of Business, Chandigarh University, Mohali. His area of specialization is Behavioural Finance and Business Analytics and has teaching experience of 17 years. He is a certified trainer in SmartPLS He has conducted research methodology workshops on SmartPLS Software, SPSS, AMOS in Guru Nanak Dev University, Amritsar, Punjabi University, Patiala, Amity University, Noida, Chhattisgarh, and Gwalior. All these workshops were duly sponsored by the developers of SmartPLS from Sweden and Germany. Presently, more than 25 national and international webinars on SmartPLS SEM were conducted in online mode on Blackboard, Microsoft Teams and Zoom platforms across India, Dubai, Nepal, Saudi Arabia, Oman and Hong Kong.



**Dr. Tejinderpal Singh** is Associate Professor at University Business School, Panjab University, Chandigarh, India. Dr. Singh is a successful MOOC instructor having developed and delivered the 'Digital Marketing' MOOC -- ranked amongst the top 15 online courses worldwide (amongst the top 5 in India) by the Class Central on the SWAYAM platform of the Ministry of Education, Government of India. He has over 15 years of teaching and research experience in marketing, e-learning, and qualitative research. With a Ph.D. from Punjabi University, Patiala (India), he also serves as Editor-in-Chief of the International Journal of Marketing and Business Communications (IJMBC). He is a Certified Professional Trainer of Qualitative Data Analysis (ATLAS.ti) and published widely in various journals of national and international repute