



JAIN
DEEMED-TO-BE UNIVERSITY

CENTER FOR
MANAGEMENT
STUDIES

Faculty Research Cell – Gyanidhi

Presents

A Five-Day National Level

RESEARCH CONCLAVE

on

Scaling Techniques and Data Analysis using Excel and SPSS



26th – 30th April 2021

2.00 pm – 4.00 pm

www.cms.ac.in

About JAIN (Deemed-to-be University)

Ranked among the top universities in India and considered a cerebral destination for students across the world and Bangalore in particular, for its illustrious history of developing talent, JAIN (Deemed-to-be University) is a hub for learning in every sense of the word.

The University which is based in Bangalore – the Silicon Valley of India, offers a conducive environment for learning, be it academics or extracurricular activities. Known for its emphasis on education, entrepreneurship, research and sports, JAIN (Deemed-to-be University) has some of the best minds in the educational and research fields, and centers that inspire entrepreneurship and groundbreaking work to simplify and manage life better.

What makes JAIN (Deemed-to-be University) different is its outlook towards life, its values and beliefs. Its ever-evolving and open-minded system and quest for continued success and resilience, has made it one of the top universities in India.

About Center for Management Studies (CMS)

Center for Management Studies (CMS) is an integral part of JAIN (Deemed-to-be University). It is an institute that harnesses an international outlook with the commitment to create top-notch business leaders of the corporate world.

CMS is an ultimate destination for students where they will find new routes to fulfill their dreams. It is one of the top management centers with best facilities in Bengaluru, and the programs offered for bachelor and postgraduate degrees are designed to introduce students to the basics of business and communication. The entrepreneurship program has been designed to ignite creativity in students and encourage their resolving skills to pursue their own ideas. Our academic practices empower our students to redefine conventional wisdom and business perspectives. Students are prepared for successful careers in management, finance and communication and are able to pursue extracurricular activities. CMS is committed to train budding business leaders and aspiring media professionals. In CMS, we provide all essential facilities to the students that will fulfill their academic goals and transform them into extraordinary personalities.

About Faculty Research Cell – Gyanidhi

Faculty Research Cell – GYANIDHI is an initiative of Center for Management Studies, JAIN (Deemed-to-be University) and is aimed at enhancing research capacity of faculty and students, to guide researchers in disseminating, publishing and applying the research outputs. The Faculty Research Cell is responsible in organising Webinars, FDPs, MDPs, Workshops, National and International Conferences.

About the Research Conclave:

The Research Conclave emphasizes to create a roadmap for understanding the nuances of data analysis in research and to edify the researchers and academicians with deeper insights of the various domains of data analysis. It is a staunch platform to nurture the research scholars and the academicians towards research, innovation, and entrepreneurship, which intends to bring the integrity of the research community towards both industry and academia to redress the academic and business research challenges. The Conclave will contribute to learning and upskilling in various methods and techniques data analysis in qualitative and quantitative research the acumen of which is crucial in academia and industry.

Key objectives of the Research Conclave :

1. To understand and learn the techniques of data reduction to fewer dimensions using Factor Analysis using SPSS which enables to simplify and reduce a dataset containing many variables down to one of more manageable size.
2. To differentiate between the formulas and functions in excel and understand the methods of using excel as one of the analytical tools which can enable to construct formulas to manipulate numeric data in an Excel Worksheet.
3. To describe a variable or a set of variables through observation which fosters an in depth and rich understanding of a phenomenon, situation and/or setting and the behavior of the participants in that setting. Observation methods are crucial in gaining an understanding of naturalistic settings and its members' ways of seeing.
4. To understand the magnitude of the problems in research through scaling which allows the researcher to compare both the differences and the relative magnitude of numbers.
5. To understand confirmatory factor analysis- a statistical technique which enables the researchers to verify the factor structure of a set of observed variables and allows them to test the hypothesis that a relationship that exists between the observed variables and their underlying latent constructs.



Dr. Bhargav Revankar

MCA, MBA, M.Phil, PhD

Associate Professor,
Global Business School, Hubli, Karnataka



Dr. Bhargav Revankar is working as an Associate Professor in Global Business School, Hubli Karnataka. Dr. Revankar has an enriching academic and industrial experience over two and half decades in total with 17 years of academic and 7 years of experience in the industry. He has been the editor of the Journal GBS Impact since, 2017. He was the BOS Member of GFGC Shiggaon, Institutional support to Small Entrepreneurs, between 2018-2019. He has also been the BOE and BOS member of Karnataka University, Dharwad. He has several publications in journals of National repute. Having a prolific understanding in Research Methodology and Data Analysis he has conducted several workshops and FDPs on Data Analysis using SPSS, Effective Research Paper Writing and Data Analytics for Research Based Decision Making to name a few.



Dr. Pantula Shraavan Kumar

B.Sc., MBA, PhD

Assistant Professor, Placement Officer,
IQAC In-charge, JNTUA School of Management Studies,
JNT University Anantapur, Andhra Pradesh

Dr. Pantula Shraavan Kumar is working as a Faculty in JNTUA School of Management Studies, JNT University Anantapur. He did his B.Sc. in Electronics and Computer Science from SK University Anantapur. He has obtained his MBA from Sankara School of Management, SCSVMV University, Kanchipuram, Tamilnadu, PhD in Management from Sri Krishna Devaraya University Anantapur, Andhra Pradesh, India. He has 12 years of teaching and research experience in the area of Management Studies. He has worked in Gates Institute of Technology as the Director of IQAC and HOD, MBA at Siddhartha Groups of Institutions, Hyderabad, Telangana. He has worked as a HOD at BIT Institute of Technology, Hindupur, Andhra Pradesh. Currently, he is working as a Faculty-in-Charge of IQAC and Faculty-in-Charge of Training and Placement, JNTUA School of Management Studies. He has published many papers in journals, participated in 30 national conferences, 10 international conferences, more than 30+ Faculty Development Programs and Workshops. Dr Shraavan has Organized 3 National Level Management meets so far. His areas of interest include Financial Markets, Research methodology and Stock market. Dr. Shraavan is a Life Time Member of TERA - EDRASIA International Research Academy. He has been trainer in a 45 - day Technological Entrepreneurship Development Programme organised by MSME and DST. Dr Shraavan has got World Record Certificate on Oct 15, 2020 at Dr. APJ Abdul Kalam Memorial Global webinar titled "Transforming Youth into Responsible Citizen Sustainable Inclusive Development organized by Lead India USA Foundation. He imparts voluntary services to LEAD INDIA USA foundation.

Prof. (Dr) Nimit Gupta

B.Com, AMT, MBA, M.Phil., PhD, UGC NET

Professor - Marketing, School of Management and
Liberal Studies - SOM - The North Cap University,
Gurugram, Haryana

Dr. Nimit Gupta is professor of marketing at school of management and liberal studies- SOM- The NorthCap University, Gurugram India. Dr Nimit Gupta is a seasoned academician in the area of outcome-based management education. He is a certified marketing trainer trained by Dr Philip Kotler. He is certified from Harvard for case teaching. He has 18 years of experience in Teaching, Academic Administration, Consultancy and Research at reputed management institutes of Delhi NCR. He had worked in various capacities as PGP Chairperson, Programme Director, Internship Coordinator, NBA Team Member, Marketing Club Coordinator, Governing Board Member (Faculty Representative), Examination Controller to name a few. He acted as the CEO of the annual cultural festivals and sports events including Intra level events. He has authored 3 books on contemporary themes- Permission Marketing and Case Writing. He has presented 40+ research papers/cases/articles in National and International Seminars organized by IIM (A), FMS, IIT (M), BIMTECH, IMT etc He has published 60+ research papers/cases/articles/book chapters in journals of repute including Journal of Services Research, Journal of Electronic Marketing and Retailing, Journal of Digital and Social Media, Journal of Teaching and Case Studies, Journal of Marketing and Communication, International Journal of Customer Relations, Indian Journal of Marketing etc. He has served as a Session Chair/Track Chair /Moderator/Panel Member in 30+ national and international conferences. He has conducted 15+ FDPs sessions for faculty of reputed universities/colleges across India. He is a prolific case writer and his cases are used for classroom teaching by academic institutions like University of Newcastle Business School-UK, Qatar University-Qatar, Bologna Business School – Italy, ICD International Business School- France to name a few. He is recipient of several scholastic performance awards including Best Case Award: Case Centre (USA)), Dr G.D Sardana Memorial Young Scholar Award- George Mason University, USA & BIMTECH-India, Best Faculty Award, National Excellence Award for Innovative Teaching, World Education and Skill Conclave, Rastritya Srijan Siksha Rattan Samman to name a few. He is an Accredited Management Teacher from AIMA and has been instrumental in organizing MDPs in Marketing Management in association with Ministry of Micro, Small and Medium Enterprises, Govt of India. He has conducted MDPs for organizations EPCH, TCI, Coromandel, NFL etc as a corporate trainer. He is on review and editorial board of national and international journals of repute like Emerald Emerging Markets Case Studies (EEMCS), International Journal of Sales & Marketing Management Research and Development (IJSMMRD), Samvad, Jaipuria Journal of Management to name a few. He is acting as the advisory board member of selected institutions. He has supervised 2 PhD scholars and 5 scholars are currently pursuing their doctoral research under his guidance. He has also acted as an advisory council member for Pitch's Top 50 Brands, for identification of India's Top 50 brands. He is currently Vice President-Delhi Council – CEGR and General Secretary for Integrated Chamber of Commerce and Industry.

Dr. Devrshi Upadhayay

B. Com (Double Graduation with Major in Advanced Accountancy & Advanced Statistics), M. Com, MBA, PhD

Assistant Professor, GLS University
Ahmedabad, Gujarat



An experienced Assistant Professor with a demonstrated history of working in the higher education industry Dr. Devrshi Upadhayay is skilled in Intelligent Tutoring Systems, Business Planning, Operations Management, Analytical Skills, and Microsoft Office. He has a strong and euphoric portfolio of Commerce and Management from reputed university of State of Gujarat, PhD in Management & Commerce, MBA in Finance (2014) M.Com (2014) B.Com (Double Graduation with Major in Advance Accountancy and Advance Statistics-2012. He is currently working as an Assistant Professor, in Faculty of Management, GLS University, Ahmedabad.

His areas of expertise include Operations and Supply Chain Management, Security Analysis and Portfolio Management, Financial Services, Banking and Insurance, Research Methodology, Foreign Exchange Market, Entrepreneurship Development and many more in the area of General Management, Commerce and Finance. He is well acquainted with the research methodologies, using the existing scales and creating new scales for using in the research analysis and is comfortable in using the SPSS tool and R Software to perform analysis. He has published more than 45 Research papers in journals of national and International repute. He has co-authored 3 books in the subject of Commerce and Management.

He also possesses a keen interest in research and consultancy in the domains of Behavioural Finance, Financial Engineering, Managing Technology & Innovation, Resources Management, Corporate Social Responsibility, Ethics & Accountability, Business Strategy Development and Finance Optimization.



Dr. Parul Kumar

B.Com (H), MFA & CFA (Finance), PhD, JRF (Management)

Senior Assistant Professor, Maharaja Agrasen Institute of
Management Studies (MAIMS), New Delhi

A keen researcher, trainer and educator, having an experience of 10+ years, Dr. Parul Kumar holds a Ph.D. in Finance from IGNOU and has been working as an Assistant Professor in Maharaja Agrasen Institute of Management Studies, affiliated to Guru Gobind Singh Indraprastha University. She has conducted corporate training sessions/ FDP/workshops on SPSS, Smart PLS, AMOS, EVIEWS & Advance Excel. She has also conducted sessions on Regression Analysis, Structural Equation Modeling, Research Methodology and Data Analysis in various institutes of high repute. She holds a certification degree in Data Analytics, Predictive Modelling, Financial Modelling, Regression Analysis, R Programming & Tableau from Wharton University, John Hopkins University and Rice University to name a few. Dr. Kumar has authored & co-authored various research papers, published in SSCI, Scopus, ABDC, UGC Care and referred journals. She has been awarded Best Business Academic of the year, silver medal, by India Commerce Association at the 70th All India Commerce Conference, Jaipur. Her research interests include Financial Markets, Foreign Portfolio Investors, Online Education, Behavioral Finance, Corporate Governance, and Social Sciences.

Inauguration: 26th April 2021 | 2.00 pm

Session 1 : 26th April 2021 • 2:00 pm – 4.00 pm

Dr. Bhargav Revankar
Associate Professor, Global Business School,
Hubli, Karnataka

Topic:
Data Reduction and Factor analysis
using SPSS

Session 2 : 27th April 2021 • 2:00 pm – 4.00 pm

Dr. Pantula Shrvan Kumar
Assistant Professor,
JNTUA School of Management Studies,
JNT University, Anantapur, Andhra Pradesh

Topic:
Excel Functions

Session 3 : 28th April 2021 • 2:00 pm – 4.00 pm

Prof. (Dr) Nimit Gupta
Professor- Marketing, School of Management and
Liberal Studies- SOM- The North Cap University,
Gurugram, Haryana

Topic:
Observation Methods

Session 4 : 29th April 2021 • 2:00 pm – 4.00 pm

Dr. Devrshi Upadhayay
Assistant Professor, GLS University,
Ahmedabad, Gujarat

Topic:
Measurements of Scales: Importance
in Applied Research

Session 5 : 30th April 2021 • 2:00 pm – 4.00 pm

Dr. Parul Kumar
Senior Assistant Professor,
Maharaja Agrasen Institute of Management
Studies (MAIMS), New Delhi

Topic:
Confirmatory Factor Analysis and
Introduction to SEM

Who Should Attend

Academicians, Research Scholars,
Corporates, Undergraduate Students,
Post Graduate Students

Registration: Free

All the participants are requested to register
before **24th April, 2021**

Google Form Link:

<https://forms.gle/KgzcqjutFo9HfcSc6>

Scan to
Register



E – Certificates will be provided to all the registered participants.

Patrons

Dr. Chenraj Roychand

Chancellor, JAIN (Deemed-to-be University)

Dr. Raj Singh

Vice-Chancellor, JAIN (Deemed-to-be University)

Col. Hon. Dr. N. Sundararajan

Pro-Chancellor, JAIN (Deemed-to-be University)

Dr. Dinesh Nilkant

Director, CMS, JAIN (Deemed-to-be University)

Organizing Committee

Sunitha B K

Head of Department,
CMS, JAIN (Deemed-to-be University)

Dr. Varsha Agarwal

Assistant Professor & Coordinator: Research Cell
CMS, JAIN (Deemed-to-be University)

Baisakhi Debnath

Assistant Professor
CMS, JAIN (Deemed-to-be University)

Dr. Rama L

Assistant Professor
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Saritha S R

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Research Conclave Related Queries:

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