

IMI Kolkata

presents

Online FDP on “Advanced Research Methods for Publication in the Top-Tier Journals”

June 9 - 12, 2021

Highlights

- Exposure to Advanced Multivariate Analysis and practice with datasets
- Research case exercise mentored by renowned faculties from IMI Kolkata and Brainware University.
- Lecture sessions by renowned research faculties from VGSOM, IIT Kharagpur
- Special follow up session for the research scholars
- Online programme

The IMI Legacy

Established in 1981 with a campus in New Delhi, the International Management Institute (IMI) was India's first corporate sponsored business school. During its inception, IMI was backed by prestigious corporate houses like RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor. IMI Delhi, which is located in the Qutab Institutional Area, has been among the leading B-schools for almost three decades and is today a global institution. It was established in 1981 in collaboration with IMI Geneva (now IMD, Lausanne). Later in 2010, two more campuses came up in Kolkata and Bhubaneswar to enable bright young minds from eastern India to gain access to the world-class IMI management pedagogy.

Overview

The FDP aims to provide an overview of the importance of multivariate analysis in research, for publication in top-tier journals. The sessions aim to demonstrate the application of various research methods with ample case exercises for mastering the key concepts for usage in journal articles. The programme demonstrates the key concepts of linear regression and logistic regression and their usage in research studies. The workshop will focus on factor analysis, confirmatory factor analysis (CFA), structured equation modeling (SEM), process macro with mediation and moderation for enabling you to use rich set methods for increasing acceptance of paper in peer-reviewed journals. Finally, the programme intends to equip the participants with the key knowledge for application of cluster analysis and conjoint analysis in research publications.

Objectives

- To provide an overview of Multivariate Analysis in research
- To explain the application of regression (Linear Regression and Logistic Regression)
- To explain the application of Factor Analysis, Confirmatory Factor Analysis (CFA), and Structured Equation

Modeling SEM).

- To provide an overview of Cluster Analysis and Conjoint Analysis.
- To explain Process macro with mediation and moderation

Detailed Content and Session Plan

Session and Date	Time and Duration	Topic	Presenter
I - June 09, 2021	06:30 P.M. – 7:30 P.M. (60 minutes)	Overview of Multivariate Analysis in Research	Dr. Gobinda Roy
II - June 09, 2021	07:45 P.M. – 8:45 P.M. (60 minutes)	Application of Regression (Linear Regression and Logistic Regression)	Dr. Gobinda Roy
III - June 10, 2021	06:30 P.M. – 7:30 P.M. (60 minutes)	Factor Analysis	Dr. Gobinda Roy
IV - June 10, 2021	07:45 P.M. – 08:45 P.M. (60 minutes)	Confirmatory Factor Analysis (CFA)	Dr. Srabanti Mukherjee
V - June 11, 2021	06:30 P.M. – 7:30 P.M. (60 minutes)	Structured Equation Modeling	Dr. Srabanti Mukherjee
VI - June 11, 2021	07:45 P.M. – 08:45 P.M. (60 minutes)	Process macro with mediation and moderation	Dr. Rajarshi Debnath
VII - June 11, 2021	06:30 P.M. – 7:30 P.M. (60 minutes)	Cluster analysis	Dr. Biplab Datta
VIII - June 11, 2021	07:45 P.M. – 08:45 P.M. (60 minutes)	Conjoint analysis	Dr. Biplab Datta

Prerequisites

All Participants need to download SPSS and AMOS in their desktop / laptop. Participants need to have a basic idea of SPSS commands, Descriptive Statistics, Hypothesis Testing.

Learning Outcome

The programme aims to provide a holistic overview and exposure to popular statistical

methods and their application in journal publishing.

It will be immensely helpful for research scholars to develop an in-depth understanding of the popular methods (CFA/SEM, Regression, Cluster and Conjoint Analysis) for preparing their final thesis.

It will provide practical exposure to Structural Equation Modeling using AMOS.

Participant Profile

This programme will be immensely beneficial for the beginners and intermediate level researchers in exploring regression, SEM/AMOS, cluster and conjoint analysis in research studies.

It will also help them in the interpretation of each statistical tool for research paper writing and thesis writing.

PROGRAMME MENTORS



Dr. Gobinda Roy
(Ph.D & MBA – VGSOM,
IIT Kharagpur),
Assistant Professor
(Marketing),
IMI Kolkata.

Dr. Roy has over 20 years of experience in industry, research and teaching. He is a faculty in the area of marketing and currently teaches Digital Marketing, Service Marketing, Web Analytics, etc. He has a rich and extensive managerial experience in the telecom industry in the areas of telecom product management, marketing management, telecom solution, etc. Prior to joining IMI Kolkata, he has conducted MDP and FDP in O. P. Jindal University, JSPL, and JPL, Raigarh and delivered guest lectures at VGSOM (IIT Kharagpur) and IIFT Kolkata. He has published several scholarly articles in leading international journals such as Tourism Recreation Research, Journal of Internet Commerce, Journal

of Marketing communication, Global Business Review, etc.



Dr. Biplab Datta
(Ph.D –IIT Delhi,
MBEM – SPA Delhi,
B. Arch – IIT Kharagpur),
Associate Professor
(Marketing),
VGSOM, IIT Kharagpur.

Dr. Datta specializes in Architecture, Project Management, Marketing Management, and Service Quality Management. His current research interest includes e-Word of Mouth and Ethics as part of Brand equity. He has published several papers in international and Indian journals. He has also published a book entitled “Services Marketing: A Practical Approach”.



Dr. Srabanti Mukherjee
(Ph.D – IEST Shibpur),
Assistant Professor
(Marketing),
VGSOM, IIT Kharagpur.

Dr. Mukherjee has a rich experience in teaching in premiere educational institutions of the country including IIM Indore; Visva Bharti, Shantiniketan; Bengal Engineering and Science University, Shibpur; Indian Institute of Social Welfare and Business Management, Kolkata (the first B school in India). She has a special interest in research on health care and bottom of the pyramid marketing. She has published cases in the Richard Ivey School of Business Publishing. She has published a number of research papers and articles in national and international refereed journals. She has presented papers in several international conferences and UGC sponsored national seminars. She has also chaired academic sessions in several national and international conferences.



Dr. Rajarshi Debnath
(Ph.D –VGSOM IIT
Kharagpur),
Assistant Professor,
Brainware University.

Dr. Debnath specializes in Digital & Social Media Marketing; Services Marketing; Advertising & Brand Management; Product & Brand Management; Rural Marketing; International Marketing; Media Marketing & Management. He is the Coordinator for Unnat Bharat Abhiyan Project.

Fee Details

Category	Total Fees (in ₹)
MBA / PGDM Student	300 + GST@18%
FPM / Ph.D Student	500 + GST@18%
Faculty	700 + GST@18%
Industry Professional	1000 + GST@18%

Registration Terms and Conditions

1. Last date for registration and payment – **June 7, 2021**
2. Participation certificate will be issued to only those who attend all the sessions.

Bank Details for Registration

Please note the following bank details for payments. Payments can be made through RTGS / NEFT / IMPS transfers. Payment without the submission of the form will not be considered.

Bank Name	Axis Bank
Branch Name	Panchanantala Branch, Howrah
Branch Code	000391
Account Name	International Management Institute Kolkata
Account No	911010066934574
Account Type	Savings Account
IFS Code	UTIB0000391
MICR Code	700211026

Steps for Registration

1. Make the payment through NEFT/RTGS/IMPS. (Please note the Transaction ID)
2. Fill the registration form (Link for Registration Form)
3. Send the confirmation email to fdp@imi-k.edu.in

For any query, please contact

Ms. Amrita Datta
Conference Co-ordinator
Email: fdp@imi-k.edu.in
Phone: +91 33 6652 9664.

