



KALKA
**Institute For Research &
Advanced Studies**
Partapur By-Pass Road, Meerut

Knowledge to Perfection



6Days

Faculty Development Programme On

ADVANCED RESEARCH METHODOLOGY AND HOW TO
DEVELOP & PUBLISH HIGH QUALITY RESEARCH PAPER IN
HIGH IMPACT JOURNALS

14 – 19 January, 2020

In Association with

Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh



KALKA INSTITUTE FOR RESEARCH & ADVANCED STUDIES

Partapur Bypass – Road, Meerut

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttar Pradesh
(Formerly Uttar Pradesh Technical University, Lucknow)

Faculty Development Programme on Advanced Research Methodology and How to Develop & Publish High Quality Research Paper in High Impact Journals

Introduction

Research plays an important role in development of the society by increasing the quantum of knowledge and solving crucial problems. The ability to do Research and produce Scholarly publications is an extremely important attribute for any academic. The traditional emphasis on factual knowledge and singular truth is diminishing and the knowledge generation based on evidence and context is increasing. This necessitates the awareness of Quality Research and Methodological tools keeping in view the need among Academician, Researchers and Consultants to strengthen their Research Skills. The present FDP is designed in such a way to impart the knowledge and give exposure to the participants about Research Problems Formulation, Application of appropriate Research Design and Skills of Data Generation, Data Processing and Statistical Analysis at both basic and advanced level. The probability of success of a research proposal is greatly enhanced when the “beginning” is correctly defined as a precise statement of goals and rationale. Having accomplished this, the sequential steps necessary for writing a research plan and then successfully executing a research proposal are easier to identify and organize. Hence research design is a crucial factor contributing to the reliability of the results attained. It therefore provides a solid base for the whole research.

Knowledge of applied research tools, methodology and selection of an appropriate statistical tool along with the use of appropriate software helps in integrating research and practice. It proves the relevance of theory to the real world environment thereby enhancing the validity and applicability of the research finding. In academia, good publications call for more in-depth research with sound analysis of data. Hence the significance of research methodology is paramount for the research process.

The aim of this FDP is to provide the participants with the fundamentals of research design and methodology to conduct relevant research that will aid quality decision making and contribute to the body of knowledge in various areas of interest. The FDP aims at developing analytical skills amongst the participants to enable them to tackle myriads of problem in the areas of Management/Art/humanities and to develop the High Quality Research Papers.

Objectives of the FDP

- To acquaint the participants with the use of basic qualitative and quantitative research techniques and data analysis tools with the help of software's like SPSS, R and AMOS.
- Guide participants to develop a research proposal.
- To provide exposure to the researchers to various Multivariate data analysis and Structural Equation Modeling issues.
- To provide a hands-on experience to the participants in analyzing and interpreting data for conducting research in the different subject domains by using statistical software.
- To develop the interest for reading and critiquing various research papers.
- Train participants how to draw better results from the analysis.
- Guide participants in writing a good research paper.

Target Audience

- Faculty Members and research Scholars who have an inherent inclination towards research in the area of Management/Art/Humanities.
- Research Scholars who need statistical and analytical guidance in their Ph.D Course Work.

Expected Outcome

- The programme will promote conceptual clarity of research process and methodology.
- It will facilitate insights into different research design and their application.
- Use SPSS, R and AMOS to analysis datasets, interpret the output and draw conclusions.
- The programme will focus on maximizing hands-on development of practical skills.
- It will provide an opportunity to be taught by experts and share experiences with co-participants across India.

Pedagogy

Application of concepts will be through discussions, cases, lectures, presentations, exercises and live software training on SPSS, R, AMOS and MS-Excel.

Programme Content

The programme content has been designed to provide a thorough understanding of various of Advance Research Methodology and Data Analytical tools that will aid quality decision-making and contribute to the body of knowledge in various areas of interest. The following topics will be covered in the FDP.

Programme Schedule

Day 1

Session I

- Introduction to Research with Identification of Research Problem.
- Conducting a Review of Literature
- How to identify Research Gap?
- How to set Objectives of Research?

Session II

- How to develop Questionnaire?
- From Research Question to Hypothesis
- How to develop Theoretical Framework?
- How to discuss Findings?

Day 2

Session I

- Introduction – SPSS, Data entry, Merging cases, Data cleaning and dealing with Missing Values
- Non-Parametric and Parametric Test
- 1-Sample Sign Test, Friedman Test, Mann-Whitney, Run Test, Wilcoxon Test and Kruskal-Wallis Test

Session II

- T-test One Sample, Two Sample & Paired T-test, Z-test
- One Way ANOVA, Two Way ANOVA in SPSS and R

Day 3

Session I

- Correlation – Bivariate, Partial & Canonical
- Linear Regression, Multivariate Regression
- Regression with Dummy Variables
- Measuring interaction effect in Regression
- Logistic Regression

Session II

- Cluster Analysis
- Hierarchical and Non-Hierarchical segmentation
- Discriminant Analysis

Day 4

Session I

- Introduction to Factor Analysis
- Exploratory Factor Analysis (EFA)
- Hand on practice Session

Session II

- Confirmatory Factor Analysis (CFA)
- Hand on practice Session

Day 5

Session I

- Introduction to SEM
- Testing of Statistical Assumptions and addressing common method bias
- Reliability and Validity Testing
- Measurement Model Assessment, discussing fit Indices

Session II

- Structural Model Assessment
- Path Analysis (Direct and Indirect effect)
- Boot Strapping

Day 6

Session I

- Writing & discussion of methods & results of SEM using (AMOS) in Articles & Thesis
- Advanced topics in SEM: Moderated Mediation, Three Way Interaction & Multi Group Analysis

Session II

- Discussion on Qualitative Study
- How to identify Pertinent Journals and Publish during various stage of research?
- Promoting research using Social Media platform like, Research Gate, Blogs, Google Scholar
- How to avoid Plagiarism?
- How to Conclude and write an Abstract?

Resource Person

Our resource persons are well known academicians from highly reputed management institutions across the nation. They have vast experience in research, training, consultancy and industry exposure.

Certificate will be issued to the participants after successful completion of the programme.

Programme Fees

₹2,200 per participant as per university norms. Fees is payable in advance. In case of cancelation of registration no refund of fees will be allowed.

Through NEFT/RTGS

Account Name : Kalka Institute for Research & Advanced Studies
Account No : 910010018282673
Name of the Bank : Axis Bank
Branch : Garh Road, Meerut
IFS Code No : UTIB0001100

Note: Participants must write their UTR No. and Bank Name for tracking of receipt.

Venue and Accommodation

The programme will be held in Meerut Campus at the **Management Department (Main Building)**, Meerut (U.P).

The Accommodation will be arranged by the participants on their own.

How to Apply

Interested participants may send the registration form along with their fee details by E-mail or Whatsapp mentioning their interest to attend the FDP to the Organizing Team. Last date for Registration: 10th December, 2019 (by 4:00 PM).

PATRON

C. P. Mehrotra

Chairman

Kalka Group of Institutions,
Meerut

CHIEF PATRON

Dr. Vinay Kumar Pathak

Vice Chancellor

Dr. A.P.J. Abdul Kalam Technical
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ABOUT THE INSTITUTE



The Kalka Group of Institutions in Meerut and Delhi combine a unique blend of Education at various levels and in variety of disciplines. These institutes fall into various categories: School, Colleges of Professional Studies like Business School, Engineering, Nursing, Education, Pharmacy, Dental College and Hospital. All are managed by "Kalka Education Society" established in 1974. The aims and objectives of the society are to provide quality and value based education purely on philanthropic ground. (KIRAS) Kalka Institute for Research and Advanced Studies, Meerut focus on enhancing the capabilities of the students by raising their level of competence and intellect to face the challenges in the global world and manage businesses by learning to adopt a systematic approach to identifying problems and finding their solutions using analytical, problem solving and decision-making skills. The Kalka Institute for Research and Advanced Studies started a full time 2 years Master Degree course in Business Administrative (MBA) from the Academic Session 2004. The course is duly approved by AICTE, Ministry of HRD and affiliated to Dr. A.P.J Abdul Kalam University, Lucknow. Right from its inception the Institute has kept its motto of "Knowledge to Perfection" alive, and strive for excellence is its first and foremost priority. In the pursuit of excellence, the Institute encourages its faculty for their continual all round growth through academic initiatives of excellent that includes: Training & Development services, Motivation strategies, Open door policy of the management and Industry exposure.

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[www.kalkaeducationsociety.com](http://www.kalkaeducationalsociety.com)

