Faculty Development Programs
on
Research Methods and Statistical Analyses
(Research Instruments / Survey Scales)
8th May 2012

Sector-8, Institutional Area
Dwarka, New Delhi- 110077
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Introduction

There is an increasing realization among faculty and scholars about the importance of research for a successful and satisfying academic career. Research is not only important for an individual’s growth but also beneficial in teaching and generating useful insights and confidence. A sound conceptual understanding of various research methods, research instruments, tools and techniques is an essential prerequisite in conducting empirical research.

Program Objective

The key objective of these Faculty Development Programs (FDPs) is to enable the participants to:

- Define a research problem and develop a suitable methodology for addressing the key issues
- Prepare research instruments and validate the same.
- Design the study to collect data and the issues involved in coding and editing.
- Learn the use of various data analyses techniques and interpret the data collected.

The primary focus will be on survey research with special sessions on Economics, Finance, Human Resource, Organization Behavior and Marketing areas.

Who Should Attend

This program is primarily targeted at teachers either doing or planning to do research in the area of HR/Marketing, and Finance/Economics. The program not only focuses on enhancing functional area expertise, but also on improving one's classroom delivery both as a teacher and trainer; and enhancing abilities for conducting meaningful research.
Calendar of the FDPs
The Tentative schedule of these FDPs is as follows:

<table>
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<tr>
<th>Sr. No.</th>
<th>Name of the Programme</th>
<th>Tentative Schedule</th>
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<tr>
<td>1</td>
<td>FDP on Developing Research Instruments / Survey Scales</td>
<td>8th May 2012</td>
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<td>2</td>
<td>FDP on Hypothesis Testing</td>
<td>May 2012</td>
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<td>3</td>
<td>FDP on Advanced Data Analyses for Human Resource and Marketing</td>
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<td>4</td>
<td>FDP on Advanced Data Analyses for Finance and Economics</td>
<td>June 2012</td>
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<td>5</td>
<td>FDP on Multivariate Data Analysis – Structural Equation Modelling, Confirmatory Factor Analysis and Partial Least Square Path Modelling</td>
<td>July 2012</td>
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Note: Exact dates of 2nd to 5th FDP to be communicated to the aspirants, later.

Registration
There is no registration fee for attending any of these FDPs. The participants would be provided with course materials, and served lunch and tea / coffee during the program.

Dates and Venue
The programs would be held as per the schedule given in the calendar above, from 9:30 am to 5:00 pm at ASM campus, Dwarka, New Delhi.

Pedagogy
The workshops will be skill oriented and would emphasize ‘hands-on’ training on research design, research methods and data analyses. Case studies and exercises will be used to supplement learning.
Resource Persons
Experienced faculty with diverse experience in research methods and statistical analyses, from reputed institutions such as IIMs, MDI, IRMA – Anand, FMS, Delhi University and Apeejay School of Management, have been taking sessions during FDPs at ASM since the past several years.

How to Apply
For registration, please fill the attached form and mail it to fdp.apjeejay@gmail.com. Since the seats are limited, aspiring participants are requested to register early. For the FDP scheduled on 8th May 2012, registration closes on 3rd May 2012 and the selected candidates would be intimated accordingly.

Contact Persons
Chhaya Wadhwa (9911494112)
Preeti Suryawanshi (9810999229)

About ASM
Set up as Center of Excellence under the aegis of Apeejay Education Society (AES) in 1993 as part of vision of distinguished philanthropist Dr Stya Paul. The institute has been consistently rated A++ and ranked among top 1% of the management colleges in the country. ASM is constantly nurturing young business leaders with indomitable aspirations for improving quality of life of people and building a strong nation.

The faculty members at ASM have been engaged in research and publication activities for several years. As part of its endeavour to share its learnings ASM has been conducting training for the faculty and researchers in areas like research methodology and statistical analysis and has helped train over 300+ faculty members over the last few years.