



Join Our
Exclusive
1-Week









Research Methodology & Data Analysis Workshop

September 02-08, 2024

Department of Commerce
UNIVERSITY OF KASHMIR

Key Takeaways

-  Learn from the Renowned Experts
-  Hands-On Training using real life data
-  Enhance your research skills and aim for top-ranked journals
-  Earn a Certificate of Participation
-  Networking opportunities
-  Accommodation Facility Available.

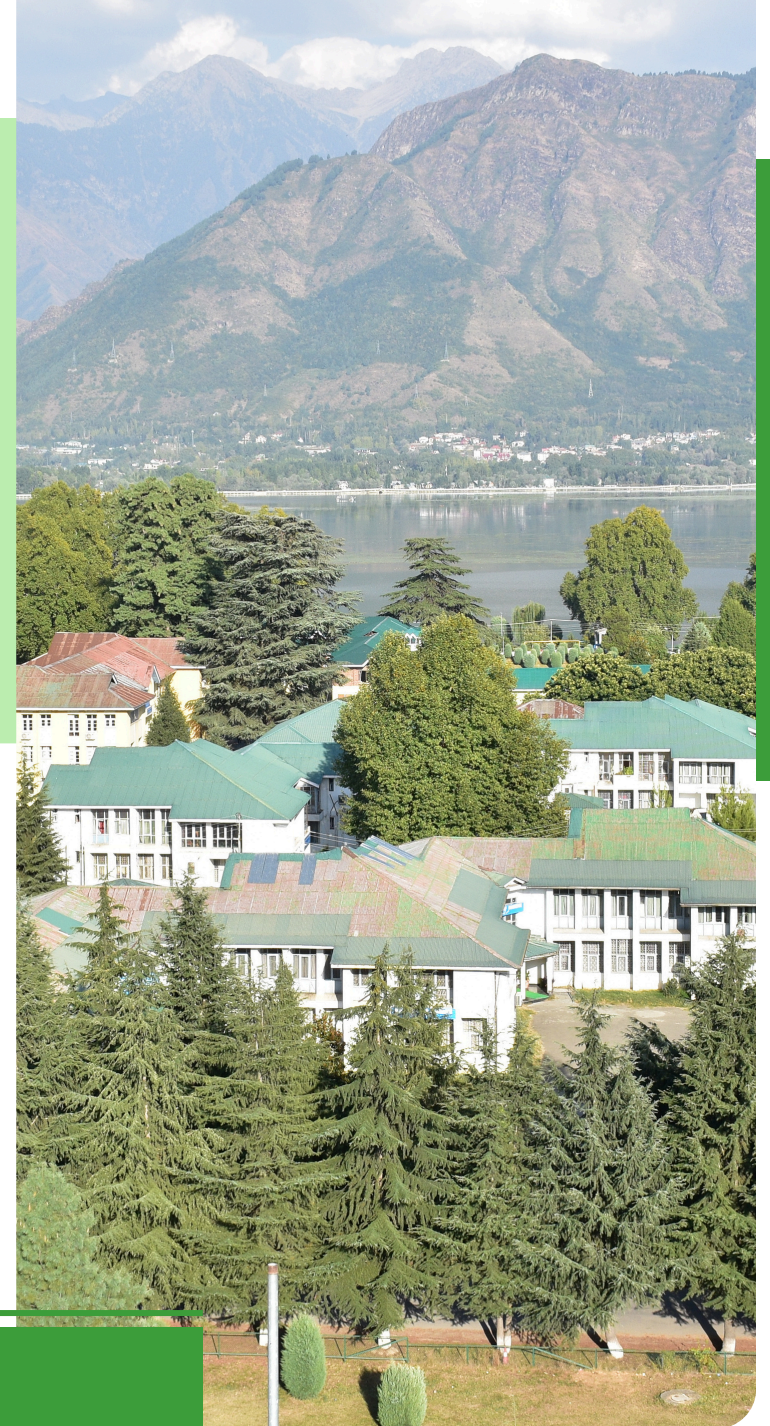
Scan to Register



Registrations Close

August 22, 2024

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About the University of Kashmir

Founded in 1948, the University of Jammu and Kashmir underwent a significant transformation in 1969, dividing into two distinguished institutions: The University of Kashmir in Srinagar and the University of Jammu in Jammu. Situated at Hazratbal, Srinagar, the University of Kashmir enjoys a picturesque setting between the renowned Dal Lake to the east and Nigeen Lake to the west. Its sprawling 247-acre campus comprises main Hazratbal Campus, Naseem Bagh Campus, and Zakura Campus. Nestled at the foothills of the majestic Himalayas, the University of Kashmir stands as a beacon of higher education in the Kashmir Valley. It offers a robust academic environment with 12 faculties and over 50 departments, fostering intellectual curiosity and innovative research. Known for its distinguished faculty, modern facilities, and vibrant student community, the university facilitates a rich cultural and learning exchange. Over the years, the University of Kashmir has expanded its reach with satellite campuses in Anantnag, Baramulla, and Kupwara, enhancing access to education across remote areas. A sub-office in Jammu supports students from outside Kashmir. Committed to excellence, the university provides diverse programs across disciplines such as Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences, and more. It continually introduces new and innovative programs to meet evolving student and societal needs. Re-accredited as a Grade-A+ institution by NAAC, the University of Kashmir maintains high standards in teaching and research, contributing significantly to educational, economic, and cultural development in the region and beyond.



About the Department of Commerce

Since its inception in 1970, the Department of Commerce in the University of Kashmir has been a leader in business education. Initially launching with a Master's Program in Commerce, followed by M.Phil and Ph.D. research programs, the department has continuously evolved to meet the dynamic needs of both public and private sectors. It played a pioneering role in management education until the establishment of the separate Department of Management Studies in 1991. Focused on excellence in finance and accounting education and research, the department aims to prepare students for impactful roles in India's global business landscape. Through a blend of rigorous academic training and experiential learning, it equips students with a solid foundation for careers in finance and accounting, HRM and Marketing. The department is committed to cutting-edge research that addresses contemporary business challenges and informs policy-making. With a distinguished faculty blending academic prowess and industry experience, the department emphasizes practical application alongside theoretical knowledge. Actively contributing to business and economics through research, the Department of Commerce fosters a dynamic educational environment aimed at preparing students to excel in a competitive global economy.

**Master
the Art of Quality
Research**

Dive Deep into Essential Topics

- Questionnaire Designing
- Scale of Measurement
- Data Preparation
- Data Cleaning
- Basic Statistics
- Hypothesis Testing - Parametric and Non-parametric tests
- ANOVA – one way and two way
- Factor Analysis
- Multiple Discriminant Analysis
- Simple and Multiple Regression Analysis
- Logit and Probit – Regression with Limited Dependent Variable
- Confirmatory Factor Analysis and SEM
- Qualitative Data Analysis – Thematic and Sentiment Analysis

Hands-On Training with Top Softwares

- MS-Excel
- SPSS
- STATA
- E-Views
- Smart PLS
- QSR NVivo

**Learn the skills of
Research from
scratch**

Resource Persons



Dr. C. P. Gupta is currently a Professor of Practice at Lal Bahadur Shastri Institute of Management, Delhi (LBSIM), Adjunct Professor at IIM Jammu and IIM Shillong, and Professor of Eminence at RDIAS, Delhi having retired as a Senior Professor, Dean and Head from the Department of Finance and Business Economics, South Campus, University of Delhi. With over 44 years of experience in teaching, research, and consultancy, he specializes in areas such as Investment Decisions, Risk Analysis, Project Appraisal, Security Analysis, Fuzzy Decision Making, and Financial Modelling. Prof. Gupta is a distinguished life member of the Operational Research Society of India, Society for Capital Market Research and Development, and the Indian Financial Management Association. He has authored several research articles and books, mentored numerous research students, and actively contributed to training programs for organizations including NTPC, ONGC, ABB, Sapient, EXL, and IBM Daksh. His expertise extends to serving on expert groups for the Government of India and the Cost Accounting Standard Board of ICMI, New Delhi. Prof. Gupta serves as the Area Editor for the Journal of Indian Business Research and has conducted extensive workshops and faculty development programs on research methodology and data analysis over the past three decades.



Dr. Hamendra Kumar Dangi is currently Professor in Department of Commerce, Delhi School of Economics, University of Delhi. He is Gold medalist in B.Tech and recipient of Maharana Mewar Foundation Award, Udaipur. He did his MBA from R.A Podar Institute of Management Jaipur and doctorate from FMS, University of Delhi. He has worked with Faculty of Management Studies for eight years. He also served in GGS IP University, Delhi for couple of years. He is an author of book on Business Analytics and Business Research Methods. He has published several research papers in national and international journals. He has also presented research paper in reputed national and international conference. He attended global colloquium on case writing at Harvard Business School, Boston. Dr. Dangi has conducted/ delivered talks in more than 100 FDPs in research methodology and analytics. He has successfully guided 12 research scholars for PhD. He has also completed Major and Minor funded research projects as well as consultancy assignments. He is serving as Chairman of management committee at Delhi University maintained school and member of governing board at Institute of Economic Growth, Aryabhatta College and Atama Ram Sanathan Dharma College, University of Delhi. He is also Founder Coordinator of MBA (Business Analytics) course launched by Department of Commerce; DU. Dr. Dangi is also member of Value Added Course Committee and Global ranking committee of University of Delhi

Who should attend

- Faculty members, academicians, and research scholars in Commerce, Management, and Economics.
- Industry professionals involved in data analytics and applications.

Registration Fee

The registration fee is INR 3000 (inclusive of the cost of course materials, stationary, lunch, tea, snacks).

Mode of Payment

The interested candidates can pay registration fee to the workshop by NEFT or online transfer to:

- Account No.: 0007040510000285
- Account title: Research Methodology and Data Analysis
- Bank: Jammu & Kashmir Bank Limited
- Branch: Hazratbal Srinagar
- IFSC Code: JAKAONASEEM

Scan QR code for Payment



Instructions for Participants

- Admission will be granted on a first-come, first-serve basis due to limited seats. Please note that fees once paid will not be refunded.
- For updates, visit our website regularly at: <https://financialstudies.uok.edu.in>
- Participants must bring their laptops for practical sessions.
- A certificate of participation will be awarded upon successful completion of the programme and subject to full attendance of the participant in the workshop.

Picnic to the Health Resort

To unwind and foster camaraderie, a full-day picnic to one of the nearest health resorts is scheduled on the last day of the event. Participants can relax, rejuvenate, and network amidst the serene backdrop of nature, thereby concluding the programme on a refreshing note.

Travel Advisory

The University of Kashmir is conveniently located near the esteemed Dargah Hazratbal Shrine and the serene Nigeen Lake. Participants can explore numerous renowned tourist attractions within a 5-10 km radius of the university, including Dal Lake, Foreshore Road, Mughal Gardens, Botanical Garden, Tulip Garden, Cheshma Shahi, Pari Mahal, Nehru Park, Boulevard Road, Lal Chowk, Jamia Masjid, Badamwari Garden, Hari Parbat, Shankaracharya Temple, and Makhdoom Sahib Shrine. The University is approximately 16 km from Srinagar International Airport and about 8 km from the Tourist Reception Centre, the primary drop-off point for buses and taxis arriving from outside Srinagar. Participants can utilize cab services like Ala Cabs, Jugnoo, and Uber for convenient travel to the University or around the city. Additionally, the air-conditioned Srinagar Smart City Red Buses offer an economical and comfortable means of transportation within the city.

Weather Advisory

In September, Srinagar enjoys pleasant weather, with daytime temperatures ranging from 20 to 27 degrees Celsius and cooler evenings and mornings between 14 and 18 degrees Celsius. The climate is generally dry, with occasional mild showers, so packing a light sweater, jacket, and raincoat is advisable. Clear skies and abundant sunshine make it ideal for outdoor activities and sightseeing. For excursions, wear comfortable, layered clothing and use sun protection. Overall, September offers a comfortable and enjoyable climate for participants.

Accommodation Facility

Accommodation facilities can be provided to participants from outside the UT of Jammu & Kashmir upon request. Participants can opt for single or twin-sharing rooms in the University's Sheikh Hamza Guest House, nestled within the heritage chinar tree (maple tree) garden known as Naseem Bagh, subject to availability.

Charges for Accomodation

Single Room: INR 750 per night.

Twin-sharing Room: INR 1,250 plus 12% GST per night

Please note that accommodation charges do not include cost of dinner and breakfast.

For booking and availability inquiries, please contact us at: **commercedepartment@uok.edu.in**

For further information

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