

**Online FDP on  
Applications of Statistical  
Methods For Research in  
Management and Behavioural  
Sciences:  
Hands-on Training using R**

11th, 12th, 13th June 2021



Organized by Research & FDP Committee  
NMIMS, Navi Mumbai

## About the Workshop

A hands-on workshop, using the elements of didactic and experiential learning with greater emphasis on the latter. The aim of this workshop is to provide a unique opportunity to learn how to use R for Quantitative Data Analysis. It covers a broad range of statistical procedures that allow researcher to summarize data (e.g., compute means and standard deviations), determine whether there are significant differences between groups (e.g., t-tests, analysis of variance), examine relationships among variables (e.g., correlation, multiple regression), and graphical presentation of data (e.g., bar charts, line graphs), Compare variables & Attributes and Analysis of Variances. The participants will be involved in a continuous learning process using the resources provided in the workshop. While day one focuses on getting participants feet wet as they delve into uncharted territory, day two and three is the capstone of the workshop where participants engage in the hands-on training of R. This three day workshop is for beginners with little or no experience in R who want to acquire the skills and knowledge on getting started with R.

## Objectives of the Workshop

- Select appropriate research method for conducting empirical research.
- Equip participants to work in a new environment by providing them with knowledge about the tools, methods and theoretical issues central to research and data analysis.



# Schedule and Delivery

| Day and Time               | Topics  |
|----------------------------|---|
| <b>Day 1: 11 June 2021</b> |   |
| 10.00 am to 11.30 am       | Probability and inference   |
| 11.45 am to 1.15 pm        | Introduction to R   |
| 1.15 pm to 2.00 pm         | Lunch   |
| 2.00 pm to 3.30 pm         | Data Visualization in R   |
|                            |   |
| <b>Day 2: 12 June 2021</b> |   |
| 10.00 am to 11.30 am       | Comparing Means: t test, ANOVA, Multiple comparisons; Statistical inference. Power and effect size.                 |
| 11.45 am to 1.15 pm        | Regression: Simple Linear Approach<br>Multiple Regression: Causality, Model, Model Evaluation and Applications of R |
| 1.15 pm to 2.00 pm         | Lunch   |
| 2.00 pm to 3.30 pm         | Issues in Linear Regression and solutions   |
|                            |   |
| <b>Day 3: 13 June 2021</b> |   |
| 10.00 am to 11.30 am       | Regression in R: Interpreting outputs. Visualization for regression analysis.                                       |
| 11.45 am to 1.15 pm        | Exploratory Factor Analysis   |
| 1.15 pm to 2.00 pm         | Lunch   |
| 2.00 pm to 3.30 pm         | EFA in R  |
|                            |   |

## Platform

The FDP will be delivered on MS Teams

## Hands-On Training using R

The workshop shall have R as a primary statistical package. The basic R introduction shall be sent to before the workshop as the registration is completed. They can install R on their laptops and practice it following the study material. During the workshop, a hands-on training approach shall be used with many data sets provided to them.

## Material

All the participants are requested to install R on their respective desktops through the following link: <https://cran.r-project.org/>

Material needed to learn R, basic R codes, installation guide, notes on basic statistical concepts shall be provided before the workshop to prepare the participants for the workshop.

## Target Audience

- Academicians and Research scholars from areas of Business Management, Psychology, History, Economics, Languages etc.
- Doctoral students for quick progress in conceptualization and conduction of their research work.
- Industry Executives in learning analytical and presentation skills for better decision-making.

## Registration Fee and Payment:

Faculty/ Industry executives: Rs. 3000/-

Full Time Research Scholars/ Students: Rs. 1500/-

\*No registration fees for NMIMS faculties and students across all campuses.

\*Fee should be paid latest by 8th June, 2021.

\* Fee is inclusive of all taxes.

## Mode of Payment:

Fee for the FDP can be paid through NEFT:

Account name - SVKMS NMIMS

A/c no. 2311578254 (current)

Bank and Branch name - Kotak Mahindra Bank Juhu vile parle west

IFSC - KKBK0000661

Branch code - 661

## How to Apply:

Register on the given link by filling the enclosed form.

<https://forms.gle/fzALZhgvZ5S4KhXw8>

Email your queries at [research.navimumbai@nmims.edu.in](mailto:research.navimumbai@nmims.edu.in)

**All the participants shall receive an e-certificate for attending the workshop.**

## About Resource person:

### Dr. Vivek Belhekar

The workshop shall be conducted by Dr. Vivek Belhekar, Associate Professor at the Department of Applied Psychology, University of Mumbai, where he has been teaching statistics for the last 20 years. He works in psychometrics, data analytics, and machine-learning applications to psychological data. He is also an author of "Statistics for Psychology using R" a book on data-science using R. He also helps public and private sector enterprises to obtain and understand data and make stable predictions and derive effective prescriptions.



## About SVKM's NMIMS, Navi Mumbai



There are more than 5500 management institutes offering post graduate courses in management across India. Yet not even a handful figure in the Global Top 200 B-school ranking. The SVKM's NMIMS Navi Mumbai Campus is an absolute exception. SVKM's NMIMS Navi Mumbai Campus ranks among the top ten Business Schools in our country and this has been the legacy of this Premium Management Institute for decades. SVKM's NMIMS has established its Navi Mumbai campus to develop students into global organizational leaders who can create wealth for their organizations. The SVKM's NMIMS Navi Mumbai Campus is located in a natural scenic serene environment which provides an ideal atmosphere for pursuing higher education programs in management away from the noise and pollution of a metro city. SVKM's NMIMS Navi Mumbai Campus provides an idyllic environment to engage in learning and the unique distinction of gaining ringside insight to metropolitan corporate dynamics against a budding and emerging business hub.

## About Research Committee

The idea of the Research Committee for NMIMS, Navi Mumbai was conceived by our respected Director sir, Dr. Parthasarathi Mukherjee in the year 2020 and is currently functioning under the guidance of our esteemed faculty Dr. Surabhi Koul and Prof. Mukund Madhav Tripathi. The committee aims to build and nurture the research culture among the students and faculties by organizing activities like conducting workshops, FDPs and research events for them. We believe in highlighting the achievements of the students and faculties to build a positive and motivated research culture at the campus.

## Program Coordinators

### Dr. Surabhi Koul



Dr. Surabhi Koul is working as an Assistant Professor (Marketing) at SVKM's NMIMS School of Business Management, Navi Mumbai, India. Her academic and research interests lie in Retailing, consumer behavior and Channel Management. She has published papers in many International and National Journals.

She may be contacted at [surabhi.koul@nmims.edu](mailto:surabhi.koul@nmims.edu)

### Prof. Mukund Madhav Tripathi



Prof. Mukund Madhav Tripathi is working as Program Chairperson at SVKM's NMIMS School of Commerce, Navi Mumbai, India. His area of expertise are Business Analytics and Supply Chain Management. He has 14 years of total corporate and academic experience. He has published papers in many International and National Journals.

He may be contacted at [mukundmadhav.tripathi@nmims.edu](mailto:mukundmadhav.tripathi@nmims.edu)

## Student Coordinators:

Foram Solanki

+91- 9004046051

[foram.solanki02@nmims.edu.in](mailto:foram.solanki02@nmims.edu)

Atul Singh

+91- 9650706541

[atul.singh08@nmims.edu.in](mailto:atul.singh08@nmims.edu)