



About VIT Business School

VIT Business School, a constituent of Vellore institute of Technology, was started in 1994 is now a leading Business School. It focuses on developing the business graduates with the fine blend of versatility, innovative acumen to suit the futuristic needs of industries. VIT Business School offers undergraduate program, Post graduate and doctoral programs in Business. In addition to many National accreditations, VITBS is international accredited by ACBSP and is a member of AACSB. Faculty members and students exhibit their excellence in research through their significant contribution in terms of research publications in journals of repute, collaborative research with foreign teaching

Organizing COMMITTEE

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VIT
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Business School

28th and 29th of February, 2020

**Faculty Development
Programme on Multivariate
Analysis and Structural Equation
Modeling (SEM)**

Venue

Mahatma Gandhi Block,

108- Seminar Hall, VIT, Vellore-632014



Dr.L.S. Ganesh's research work involved application of time series forecasting models and system dynamics concepts for educational planning in Tamilnadu schools and he is the global renowned expert in

Business Research. Key member of some national-level projects sponsored by ISRO and MHRD, and also of international projects concerning Integrated Coastal Zone Management sponsored by the World Bank and the UNDP. Served as the Secretary and Vice President of the Society of Operations Management, and as a Vice President of the Product Development Management Association. Served as a member of the Academic Advisory Council of the Project Management Institute (India) and of the Advisory Board of The Chennai Fund, an initiative of The Indus Entrepreneurs (TiE). Key members of the Perspective Planning Exercise (in 1990-91) and the Strategic Planning Exercise (in 1996-99) of IIT Madras. Coordinator of the Strategic Planning Exercise (2011-2020) in IIT Madras. Served as the Advisor (Cultural) of the Gymkhana, as Professor-in-charge of Human Resources Development (HRD) in the Institute and also the Cell for Professional Ethics and Human Values (C-PEHV).



Dr.S. Sreejesh, Faculty, IIMK, did his Ph.D from IBS, IFHE University, Hyderabad. His research areas are Online Marketing and Advertising. Presently, he is

working with two projects in CUSAT. He served as coordinator and Resource Person for the International Workshop on Data Analysis on Research and Publication held at CUSAT. He has published many articles in A* and A category in ABDC and Scopus indexed journals. He also contributed many book chapters of Management books with reputed publishers. Also, he published many business case studies with reputed journal.

Participation Fee

- **Research Scholars - Rs. 1000**
- **Faculty - Rs.1,500**
- **Industry Representatives - Rs.2,000**

Last date for registration: 25th February 2020.

Accommodation on sharing basis – Rs.600 (AC), Rs.500 (Non – AC) per day per person.

Registration Link:

<http://info.vit.ac.in/Events-VIT/Multivariate-Analysis/apply.asp>



Dr.A Vasumathi is a Professor in VIT Business School at VIT University, Vellore, Tamil Nadu. She did Ph.D in Operations Research She has 23 years of teaching and research experience. She has published articles on

Operations Research, Marketing Management and Human Resource Management in various International (Scopus Indexed) and National referred journals in USA, UK, Malaysia and India. She is currently serving as an editorial board member of IRED International Journal, USA, International Journal of Mathematics and its Applications, New Jersey, USA and Asian Journal of Management Research, India. She published 20 cases in Operations Research and Financial Management in The Case Centre (ECCH), UK. She is a reviewer of Pertanika Journal, Malaysia and Pakistan Journal of Operations Research. She was selected as the best resource person for the Faculty development program on Impact of Research on Teaching. She received funded project from ICSSR (MHRD) and submitted the report successfully. She delivered various lectures on “Data analysis using SPSS”, “Solving Operations Research Problems by using TORA Software” at various universities. She has organized many workshops, FDPs and conferences. She received Prof. Indira Parikh 50 Women in education leaders award from World Education Congress, Mumbai.

Who Shall Attend?

- + Research Scholars
- + Faculty Members
- + Industry Representatives

About the Workshop

Companies and Research organizations in the recent years are encountering a data deluge. Using the right data to gain the right perspective is of prime importance for finding effective solutions. This faculty development program aims at enabling the faculty members and the research scholars with the ability to discriminate, organize data, critical analytical skills, latest techniques in the statistics and all other essential skills for data analysis. This hands-on program will enable the participants to logically analyze the research situations, conceptualize, build and test model using multivariate analysis and SEM. The invited speaker's session heads and faculty resources have a rich experience in teaching integrated with research exposures.

About VIT

VIT, one of the Premier Institutes in India was established in 1984. VIT is a student-centered higher education institute well recognized for its research programs, research centers of National and International repute. The campus spans over 250 acres accommodating professors and Students from 200+ countries. The strength of the University is its network and partnership with many leading foreign Universities and Industries. VIT is the first Indian Institute to get International Accreditation from IBET and EI (UK). VIT has obtained the highest grade of "A" from NAAC during the reaccreditation process in 2015. VIT is ranked No.1 Private Institution by MHRD, Government of India (NIRF-ranking consecutively for 3 years).and also awarded the status of Institute of Eminence (IoE) in 2019 by MHRD.

Objectives of FDP

- To train participants the basics of research, its concepts, tools & techniques; introduce Multivariate analysis and SEM with use cases and case studies.
- Hands-on exposure in conceptualizing, building and testing Models.
- To provide an opportunity to network.
- As an additional value proposition, to train the participants with case writing.

What Will You Learn?

Day 1

- Research Methodology by Dr.L.S.Ganesh, Professor, DoMS, IIT, Chennai.
- Multiple correlation, Multiple Regression Analysis, Factor Analysis, Discriminant Analysis for Classification and Prediction, Attribute based Perceptual Mapping Using Discriminant Analysis, Conjoint Analysis by Dr.A.Vasumathi, Professor, VIT Business School, VIT, Vellore.

Day2

- Structural Equation Modeling (SEM) by Dr. S. Sreesjesh, Faculty, IIM K.