

Faculty Development Programme (FDP) on  
**Research Opportunities, Multivariate Analysis and Structural Equation  
Modelling (SEM)**



**VIT**<sup>®</sup>  
Vellore Institute of Technology  
(Deemed to be University under section 3 of UGC Act, 1956)  
**Business School**



**Time: 16<sup>th</sup> June to 18<sup>th</sup> June, 2022**

**Time: 10 AM – 5 PM**

**Venue: Mahatma Gandhi Block, VIT, Vellore**

Organized by

VIT Business School

Vellore Institute of Technology (VIT Deemed to be University), Vellore, Tamil Nadu, India

**FDP Organizers:**

- **Dr. A. Vasumathi, Professor & Associate Dean, VITBS**
- **Dr. Rajesh Mamilla, Associate Professor & HOD – MBA, VITBS**
- **Dr. K. Ganesan, Chairperson, VITBS**

## About VIT Business School

VIT Business School (VITBS), established in September 1994, is in its Silver Jubilee plus years. VITBS has campuses at Vellore and Chennai. VIT Business School endeavors to develop thought-leaders, who are innovative, socially sensitive, ethically strong and globally competent. VITBS offers under graduate (BBA), post graduate (MBA) and Doctoral (Ph. D) programmes in Business.

VITBS is accredited by Association to Advance Collegiate Schools of Business (AACSB), Accreditation Council for Business Schools and Programmes (ACBSP), USA for a period of 10 years, ACCA (course options); these international accreditations endorse the superiority of the deliverables. Some of the finest skills imparted include critical thinking, data crunching and pattern understanding, crisis management, intelligent data driven decisions, cross-culture management and many more iterative and adoptive processes to suit the current corporate requirements. The academic thrust areas include Business Analytics, Finance, Marketing, Human Resources, Operations and Systems. Fully Flexible Credit systems (FFCS) allows complete flexibility for a student to select the course, slot and faculty member. The VITBS edge is its ability to bring the industry intelligence to the classrooms and translate the future industrial requirements into curricular activities.

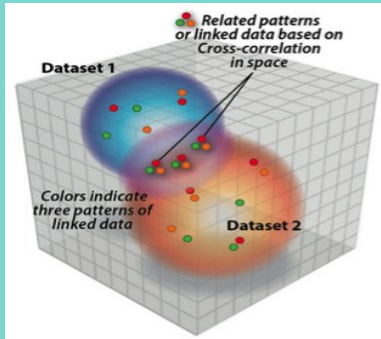


*“Research is to see what everybody else has seen, and to think what nobody else has thought”*  
 -- Albert Szent-Györgyi



## About FDP

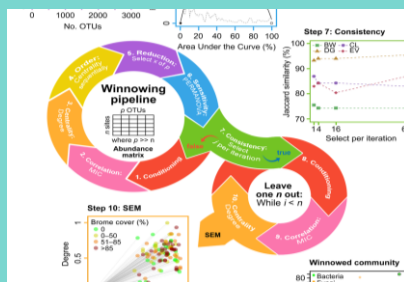
Companies and Research organizations in the recent years are encountering a data deluge. Using the right data to gain the right perspective is of prime importance for finding effective solutions. This faculty development program aims at enabling the faculty members and the research scholars with the 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.



*To find ideas,  
find problems.  
To find problems,  
talk to people.*  
-- Julie Zhou

## 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.



## Target Audiences

- Research Scholars
- Faculty Members
- Industry Representatives

## REGISTRATION DETAILS

### Participation Fee (Including GST)

- Research Scholars - Rs. 1000
- Faculty - Rs. 2,000
- Industry Representatives - Rs. 3,000

Last date for registration: 14<sup>th</sup> June 2022.

Registration Link: <https://events.vit.ac.in>

### Accommodation and Food Charges

ABC description	123 amount
VEG	290
NON VEG	300
SPL Mess	370
Accommodation-Dormitory without COT	370
Accommodation-Dormitory with COT	420
Accommodation-Four/Six Bed NON A/C	480
Accommodation-Double Bed NON A/C	580
Accommodation-Double Bed A/C	690
Accommodation-Single BED NON A/C	690
Accommodation-SINGLE BED AC	950

## Nominations and Inquiries

For more information, please contact:

Dr. A. Vasumathi

Professor & Associate Dean

VIT Business School

Email: [avasumathi@vit.ac.in](mailto:avasumathi@vit.ac.in)

Mobile No.: 8838817018

## Resource Persons



Dr. A. Vasumathi

Professor & Associate Dean, VITBS  
Topic: Multivariate Analysis using SPSS



Dr. GANESAN K

Chairperson, VITBS  
Topic: Data Analysis using Power BI



Dr. Selvan D

Formerly Vice President - I&D Capgemini  
Topic: Research Opportunity in HRM



Mr. Rajagopal Rao

Independent Consultant  
Topic: Research Opportunity in Finance



Dr. S. Sreejesh

Professor, IIM Kozhikode  
Topic: Structural Equation Modelling

