

OBJECTIVE:

- ⇒ To aid an understanding of advances in research methods for Marketing and Finance domains
- ⇒ To develop an understanding for relevant application of Multivariate Statistics, Financial Econometrics, and MCDM in conducting research.
- ⇒ To provide conceptual facilitation for research out comes with lucid instructional tools.

PROGRAMME OUTCOMES

- ⇒ Publication of programme work book comprising of in-programme data workings by participants on various research themes/ caselets.
- ⇒ An understanding for developing relevant course contents and pedagogies for emerging courses on data analytics in the areas of marketing and finance.

FOR WHOM:

- ⇒ The participants to the programs could be the faculty members, project leaders, business analysts who have a strong orientation towards research.
- ⇒ Industry persons working at key positions in the organizations in the areas of marketing and finance could also participate.
- ⇒ The programme would be highly suggested for youthful research scholars in dealing with scholastic research inputs.

VENUE AND DURATION:

The programme is scheduled during 20-25 April, 2018 on residential basis at ABV-IIITM Campus, Morena Link Road, Gwalior. Accommodation for participants will be given in the Institute premises.

RESOURCE PERSONS:

- Many leading resource persons from Industry and academic Institutes like IIITM, IITs and IIMs will deliver the lectures.

CONTENTS:

The Content is developed as a sequential arrangement of 18 modules. These modules covers the following:

A: Methodology, Designing & Soft-ware

- Module 1: Application of Analytics in Marketing & Finance
- Module 2: Research Designing
- Module 3: Data Analytics' Software

B: Introduction of Multivariate in Marketing & Finance

- Module 4: Measurement and Scaling
- Module 5: Multiple Regression Analysis
- Module 6: Exploratory Factor Analysis (EFA)
- Module-7: Confirmatory Factor Analysis (CFA)
- Module-8: Structural Equation Modeling (SEM)
- Module-9: Structural Equation Modeling (SEM) with Moderating and Mediating Effect

C: Introduction of Time Series

- Module-10: Basic concepts of Time series, AR, MA, ARMA, ARIMA
- Module-11: Non- Stationary and Unit root testing
- Module-12: Cointegration, ECM and Granger Causality
- Module-13: VAR, Impulse Response and Variance Decomposition

D: Multi-criteria Decision Making in Marketing & Finance Research

- Module-14: Introduction to MADM & MODM
- Module-15: AHP
- Module-16: ISM
- Module-17: DEMATAL
- Module-18: TOPSIS

REGISTRATION PROCESS:

There are only 30 seats vacant for participating in the discussed programme. Interested persons are required to send their nomination through Registration Form (in prescribed format) at jpbhatele@gmail.com on and before 12 April, 2018.

IMPORTANT DATES:

- Last date for registration : April 12, 2018
- Last date for fee submission : April 12, 2018
- Intimation of acceptance : April 15, 2018

REGISTRATION FEE:

- Faculty Members (with accommodation) : Rs.10,000/-
- Faculty Members (without accommodation) : Rs.8,000/-
- Full Time Research Scholar (with accom) : Rs.8,000/-
- Full Time Researcher Scholar (without accom) : Rs.6,000/-
- Participants from Industry (with accom) : Rs.15,000/-

Registration fee includes breakfast, lunch, dinner and course materials. Accommodation will be provided on twin sharing basis.

Participants are required to transfer fee amount in the following account only through Bank transfer:

- Account no. : 945210110009380
- Account Name : ABV-IIITM, workshop Account.
- Account Type : Saving Account
- Name of the Bank: Bank of India, Morar, Gwalior
- IFSC Code : BKI D0009452
- Bank MICR Code : 474013003

GLIMPS@IIITMG:



PROGRAMME COORDINATORS:

Academic Coordinators:

- | | | |
|------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------|
| Dr. Vishal Vyas | Dr. Manoj Dash | Dr. Naval Bajpai |
| vishal@iiitm.ac.in | manojdash@iiitm.ac.in | nbajpai@iiitm.ac.in |
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Administrative Coordinator:

For Registration, Boarding and Lodging kindly Contact:

- Dr. Jai Prakash Sharma**
jpbhatele@gmail.com
 Tel:+751-2449801 (M) 09329755313

Schedule for Faculty Development Programme on

Advanced Data Analytics in Marketing & Finance Research

(April 20-25, 2018)

Date	9:30- 11:00 AM Session -1	11:00 11:30A M	11:30 AM- 1:00 PM Session -2	1:00 2:00 PM	2:00-3:30 PM Session -3	3:-:30 3:45 PM	3:45- 5:15 PM Session -4
20/04/18	Registration Introduction/ Inauguration & Overview	T E A B R E A K	<i>Module-1</i> Application of Analytics in Marketing & Finance	L U N C H B R E A K	<i>Module-2</i> Research Designing	T E A B R E A K	<i>Module-3</i> Data Analytics' Software
21/04/18	<i>Module-4</i> Measurement and Scaling		<i>Module-5</i> Multiple Regression Analysis		<i>Module-6</i> Exploratory Factor Analysis (EFA)		<i>Module-7</i> Confirmatory Factor Analysis (CFA)
22/04/18	<i>Module-8</i> Structural Equation Modeling (SEM)		<i>Module-9</i> Structural Equation Modeling (SEM) with Moderating and Mediating Effect		<i>Module-10</i> Basic concepts of Time series, AR, MA, ARMA, ARIMA		<i>Module-11</i> Non- Stationary and Unit root testing
23/04/18	<i>Module-12</i> Cointegration, ECM and Granger Causality		Cointegration, ECM and Granger Causality		<i>Module-13</i> VAR, Impulse Response and Variance Decomposition		VAR, Impulse Response and Variance Decomposition
24/04/18	<i>Module-14</i> Introduction to MADM & MODM		<i>Module-15</i> AHP		<i>Module-16</i> ISM		Gwalior Visit
25/04/18	<i>Module-17</i> DEMATAL		AHP & DEMATAL Case Study		<i>Module-18</i> TOPSIS		Closing Ceremony

Venue: Management Development (MDP) Center

ABOUT THE ACADEMIC COORDINATORS



Dr. Vishal Vyas is assistant professor at ABV- Indian Institute of Information Technology and Management, Gwalior (India). He did his Ph.D. in financial econometrics and masters in management with finance. He provides consultation for successful syndication of fund raising needs of the Indian SMEs. These include an exhaustive gamut of business plan preparations and financial products advising. He has participated and assisted project appraisal processes for project financing at Canara Bank, State Bank of Bikaner & Jaipur and others. He has conducted workshops for business plan preparations at various prestigious institutions of India.

He has conducted several knowledge sharing programs on Fundamental Analysis, Technical Analysis, Equity and Derivatives. He is involved in developing and back testing varied options strategies for stock markets and foreign exchange markets. He has been resource person and also contributory in developing several workshops, seminars and faculty development programs on Research Methodology, Econometrics, Options Strategies and Financial Modeling. He has been regular visitor to MDI- Gurgaon, BHU-Banaras, LNIPE- Gwalior, and many more. He is an adjunct faculty for collaborative research programme of G D Goenka World Institute, Gurgaon and Lancaster University, England.

He has research papers to his credits in reputed journals published through Elsevier, Emerald, Inderscience, Sage, Taylor & Francis, etc. He regularly reviews research articles for journals published through Emerald, Inderscience, Sage and Taylor & Francis. His research interest includes Financial Risk Management, Derivatives, Portfolio Management, Investment Analysis, Project Finance and Research Methods. He can be reached at vishalkvyas@gmail.com.



Dr Manoj Kumar Dash, He had published more than 67 research paper in various journals of International and National repute. He is the author of five research books in International repute titled “Applying Predictive Analytics in Service Sector”, “Intelligent Techniques and Modeling Applications in Marketing Analytics”, and “Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing” all published in IGI Global USA, “Applied Demand Analysis” and “Think New-Think Better: A case study of Entrepreneurship” published by Serial publication India and two text book on “Managerial Economics” published by Global Professional Publication United Kingdom, and edited five books till date.

He received several prizes in the Research Paper presentation competitions in both National and International Seminar/Conferences. Beside regular faculty in Indian Institute of Information technology and Management Gwalior, he is also visiting faculty in Indian Institute of Management (IIM) Indore Adjunct faculty in Lancaster University United Kingdom, visiting professor at Symbiosis Institute of Operation Management Nashik and G D Goenka World institute Gurgaon.

He had conducted 26 Faculty Development Programme sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate analysis in Marketing, SPSS software etc. He delivered lecture as resource person and Key note speaker in 67 programme organised by reputed institute in India, i.e; Indian Institute of Management Lucknow, IIITM Gwalior, ITS Mohan Nagar, SIOM Nashik, Utkal University and Berhampur University Orissa etc.

He was involved as Chair Member in International Conference of Arts and Science held at Harvard University, Boston (USA), Five Research scholars awarded their Ph.D Degree under his able guidance, He visited two countries USA and Cyprus for presenting paper in international conferences. He can be reached at manojctp@gmail.com.



Dr. Naval Bajpai is a faculty at the ABV-Indian Institute of Information Technology and Management Gwalior. He has a multifarious background in industrial, teaching and research fields spanning over two decades and is a life-time member of the Indian Society for Technical Education.

A post-graduate in statistics, Dr. Bajpai did his doctoral research in Management at Pt. Ravishankar Shukla University, Raipur. He also earned his master’s degree in business administration from the same university and has conducted several management development programmes and faculty development programmes on application oriented statistics, research methodology, multivariate analysis and organizational behavior. With over 50 research papers published in journals of national and international repute, Dr. Bajpai is an avid analyst of contemporary work trends in public-sector organizations. He has authored Business Statistics, Business Research methods, Marketing Research, Research Methodology and co-authored Quantitative Analysis, books published by Pearson Education, India. Dr Bajpai has also served as faculty in some prestigious management institutes like Indian Institute of Management Raipur, Indian Institute of Foreign Trade, New Delhi and BIT Durg. He is a visiting professor at the Indian Institute of Finance Management, Dar es Salaam, Tanzania. He is UGC-NET qualified faculty actively involved in teaching,

research and consultancy in a distinguished career spanning over 20 years. He can be reached at nbajpai@gmail.com.