



IIM SIRMAUR

DATA ANALYTICS FOR ADVANCED RESEARCH



Programme Directors:
Prof. Vikas Kumar
Prof. Pradipta Patra



Programme Dates:
June 02 - 03, 2023



Programme Venue:
IIM Sirmaur, Himachal Pradesh



REGISTER NOW



IIM SIRMAUR
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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Paonta Sahib, Rampur Ghat Road
Himachal Pradesh-173025

OBJECTIVE

Since the last few decades, the importance of data analysis and interpretation has increased manifold in academic research and various business sectors. Research scholars, faculty and practitioners need in-depth knowledge of drafting a research problem and the required process and techniques to solve the same. However, there exists a number of issues related to defining the problem, selection of appropriate research technique and the interpretation of the results so achieved. Therefore, the prime objective of this programme is to tackle these issues by equipping the programme participants with the requisite knowledge for defining the problem statement, selection of adequate data analysis techniques, application of those research techniques, and interpretation of results.



PEDAGOGY

- Lectures
- Interactions
- Case Studies & Data Sets
- Hands On Sessions on SPSS & AMOS



WHO MAY ATTEND

Research scholars and faculty members in the management/social sciences area and the practitioners in the management field/industry.



KEY TOPICS

The programme contents are focused in five specific modules dealing with the topic:

1. Problem Identification
2. Research Designs
3. Hypothesis Development
4. Data collection and cleaning
5. ANOVA
6. Factor Analysis
7. Cluster Analysis
8. Regression Analysis
9. Discriminant Analysis
10. Confirmatory Factor Analysis
11. Structural Equation Modelling



PROGRAMME DIRECTORS

Dr. Vikas Kumar, is an Assistant Professor in the department of Marketing Management at Indian Institute of Management, Sirmaur. He obtained his PhD in Marketing Management from IIT Roorkee. He has published a good number of research papers in various international journals of repute such as Journal of Retailing & Consumer services, Journal of Strategic Marketing, Journal of Travel & Tourism marketing, Journal of Hospitality & Tourism Research, Tourism Management Perspectives etc. He is a regular reviewer of top quality journals like Tourism Management, Tourism Management Perspectives and Journal of Travel & Tourism Marketing etc.

Dr. Pradipta Patra, is an Assistant Professor in the department of Decision Sciences at Indian Institute of Management, Sirmaur. He obtained his PhD / FPM from IIM Bangalore. He has published research papers in various international journals of repute such as International Journal of Production Economics, Journal of Cleaner Production, IEEE Transactions on Engineering Management, Electronic Commerce Research to name a few. He teaches courses on Probability & Statistics, Business Forecasting & Analytics, Multivariate Statistical Analysis and Stochastic Models to MBA and doctoral students.

PROGRAMME DETAILS

- **Duration:** June 02 -03, 2023
- **Programme commencement:** 10.00 AM on June 02, 2023
- **Programme Conclusion:** 5.00 PM on June 03, 2023
- **Venue:** IIM Sirmaur Campus
- **Accommodation**
 - **Check in:** June 01 (6.00 PM onwards)
 - **Check out:** June 03 (till 12.00 PM)

PROGRAMME FEES

- **Residential (R):** INR 25,000/- plus taxes and surcharges as applicable.
- **Non-residential :** INR 20,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.
- **Discount on Programme fees:** A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

HOW TO APPLY

- To apply or nominate personnel for the program, click on the "Register Now" link in the brochure or visit <https://iimsirmaur.ac.in/mdp/>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the program fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of program fees by the CMDP office before the commencement of the MDP.



IIM Sirmaur Proposed Campus



IIM Sirmaur MDP Experience

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIMS will be provided till 12.00 p.m. on June 03, 2023. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Paonta Sahib, in the picturesque state of Himachal Pradesh at the foothills of the Himalayas. The distance of Paonta Sahib from Jolly Grant Airport Dehradun is 78.5 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 5 hours and 30 minutes from Delhi Airport to reach Paonta Sahib. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEARBY TOURIST DESTINATIONS

- Gurudwara Paonta Sahib Ji : Situated within the city
- Kalesar National Park : Located 13 km away
- Renuka Lake: Located 47 km away
- Mussoorie : Mussoorie is a hill station located 87 km away
- Haridwar : Haridwar is a holy city situated 105 km away



Our correspondence address is as follows:

MDP Office

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Phone: +91 7018194577

Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

For all other details on administrative matters please refer our website www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in