



RVS Institute of Management Studies and Research
Rathanavel Subramaniam College of Arts and Science
(Autonomous)
Sulur, Coimbatore – 641 402.

One Day Workshop on Data Analysis in application of SEM

Projected sales of main products in 2013

Distribution of market share among
main products

» 29.10.2018 | Monday



Distribution of market share among the major product groups of the world's top 7 food, 10% and 20% percent respectively. A further change in the economic situation of the market will be characterized by a more equal distribution of market share among players.

Share of market activity



Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.

Projected sales of main products in 2013



Passive market share



Resource Person

Dr.R.P.C.S.RAJARAM, M.E, M.B.A, M.Phil, Ph.D, has teaching experience of 15 years in the Department of Business Administration (MBA). In India, he is the one and only management faculty who has completed 6 major research projects supported by various funding agencies like DSIR, ICAI, ICSSR, IIPA and IDEA Telecom, Ahmedabad with a worth of Rs.34,82,000 and Rs.3,00,000 for Conference / Seminar supported by IIPA, New Delhi and Union Bank of India.

He is an instrumental for having MoU (Memorandum of Understanding) signing with University of Kelaniya, Sri Lanka and Eugene University, Zambia He has won Sri P.K.Das Memorial "Best Faculty Award" for "Management – Senior category" and "Management – Junior category" with a cash prize of Rs.10,000/- by Nehru Group of Institutions, Coimbatore for the Year 2017 & 2012. He has honored "Dr.A P J ABDUL KALAM Award" by Marina Labs, Chennai for the year 2016. He was awarded "Young Scientist Fellowship (YSFS)" in the Social Science discipline honored by Tamil Nadu State Council for Science and Technology, Chennai for the year 2010-2011.He published more than thirty articles in International and National referred journals.

Objective

The main goal of this one day workshop is to enable the research scholars and academicians to enhance their research abilities through hands-on-experience on various research tools and techniques. The workshop covers step-by-step learning from construction of questionnaire to more advanced data analysis, which will help delegates to gain proficiency in questionnaire construction and usage of research tools.

Course Contents

- Formulation of Questionnaire
- Parametric and Non – Parametric test.
- Introduction to AMOS software
- Structural Equation Model
- Cause and effect analysis
- Path Analysis and Path Diagram entities for manifest variables
- Confirmatory factor analysis

Note: - After the course completion, participants will be given certificates of participation on behalf of RVSIMSR

Course Fees

The course fee is Rs.300/- per participant, which includes lunch and tea.

Registration

We request you to nominate persons from your esteemed organization for this Workshop. Kindly fill the registration form (enclosed herewith) and send it along with the cheque/ DD to our office address. For registration please contact-Dr.S.Suganya-9786694551, Dr.N.Kanakaraj- 9842664793. Email:suganya.s@rvsgroup.com, kanagaraj.n@rvsgroup.com.

Note: Last date of registration is October 27, 2018. Only limited seats are available.

Link for Registration: <https://goo.gl/oFSeSU>

Organizing Committee

Patron

Dr.Sunil Vakayil
Director –RVSIMSR

Coordinators

Dr.S.Suganya & Dr.N.Kanakaraj
Associate Professor(s), RVSIMSR