

IMPORTANT DEADLINES

Last date for sending applications: 10th January, 2020

Confirmation of participation: The acceptance will be communicated by: 18th January, 2020 through e-mail.

RESOURCE PERSONS

Resource persons are eminent and accomplished academicians, researchers etc. drawn from reputed institutions.



VENUE

School of Business, Faculty of Management, Shri Mata Vaishno Devi University, Katra- 182 320, J&K.

HOW TO REACH JAMMU

- Jammu is well connected by rail, road and air from New Delhi and several cities of Haryana & Punjab.
- Regular bus/train service is also available to holy city of Katra from almost all district headquarters of Punjab, Haryana, Himachal Pradesh, Chandigarh, etc.
- SMVDU Campus is about 08 Kms. from Shri Mata Vaishno Devi Railway/Bus station, Katra.
- From Jammu Airport/Railway/Bus station one can reach SMVDU by local bus with a change at Domel or by Taxi.

The Campus is about 7 Kms. away from Domel, on the Panthal-Katra link road.

CLIMATE

Temperature in the region fluctuates between 08^o to 22^o Celsius during the period.

Motivational Force behind the Program:

PROF. (Dr.) R.K.SINHA, VICE CHANCELLOR, SMVDU.

All correspondence in this regard shall be made to the



PROGRAM COORDINATOR

Dr. Suparn K. Sharma,

Associate Professor, School of Business, Faculty of Management, Shri Mata Vaishno Devi University, 182 320, Kakryal, Katra, J&K, India.

Mob: 094191-65690 | E-Mail : suparn329@yahoo.co.in with cc to suparn.sharma@smvdu.ac.in

Fax: +91-01991-285694 (01991-285 524, 285 535 Ext 2420(D) 6420(R)

For further details, visit our website: www.smvdu.ac.in

ABOUT THE UNIVERSITY

Shri Mata Vaishno Devi University has been established, under J&K State Legislature Act, 1999, as an autonomous, highly Technical & fully Residential University. Approved by UGC under Section 2(f) & Section 12(B) of UGC Act of 1956, SMVDU since inception has been catering to the requirements of the corporate world not only in J&K state but across the country. Located in the foothills of Shri Mata Vaishno Devi Shrine, the SMVD University has been offering its service in terms of generating knowledge and employable candidates from J&K as well as outside J&K. The University has adopted the academic, examination and research pattern akin to Indian Institute of Technology. The University has five Faculty of Studies and several Schools, which promote Under-graduate and Post-graduate Programs, besides Ph.D. Programs.

As a part of the University, School of Business, has established itself as one of India's leading centers of excellence in management education and research. The School of Business is offering Programs including NBA Accredited Master of Business Administration Program and also Ph.D. Program.



AICTE Sponsored
Faculty Development Program

on

ECONOMETRIC APPLICATIONS OF
**MARKETING RESEARCH &
BUSINESS ANALYTICS**

IN MANAGEMENT

(24 February - 07 March, 2020)



School of Business,
Faculty of Management,
Shri Mata Vaishno Devi University,
Katra-182320

INTRODUCTION

In this era of globalization, Indian education is passing through a significant phase where teachers are learning various theories and techniques for effective teaching. Econometrics, Business Analytics and Time Series Techniques are some of the ways through which a teacher can make his/her teaching more effective, interesting and applied for graduate, post-graduate as well as doctoral students. The knowledge of these analytical tools & techniques with the help of computer software packages can provide hands-on user skills that can be helpful for basic understanding, scientific analyses, result interpretation and forecasting business data not only for teaching but also for empirical research and to prepare rational decision makers for better policy implications in the country.

OBJECTIVES

- To understand marketing research, business analytics applications & business data handling processes;
- To provide hands-on experience of SPSS, GRETL, E-Views, Frontier, DEAP for Econometric and Time-series Analysis;
- To know how Econometrics and Business Analytics techniques can be used in classroom teaching and research;
- To learn about upcoming researchable areas using advance research methodology.

FOCUS

This Two-Week Long FDP on "Econometric Applications of Marketing Research & Business Analytics in Management" is likely to provide essential tools and techniques through which classroom exercises with practical data could be conducted. With such an aptitude the knowledge of operation of computer software packages like SPSS, GRETL and E-VIEWS would enhance the user skills of the teachers, who in turn can use them for linking classroom teaching with research and self-generated new knowledge. This self-generated new knowledge can bring more research and development in this part of the world. Hence, the Focus of the training program will be on Econometrics, Time-Series Techniques and Market Research for Classroom teaching and research for young teachers.

TENTATIVE TOPICS OF FDP

- ✓ Fundamentals of Econometrics & Business Analytics
- ✓ Problems of Econometrics & Business Analytics
- ✓ Confirmatory & Exploratory Factor Analysis
- ✓ Structural Equation Modeling
- ✓ Cluster Analysis
- ✓ Qualitative Response Modeling
- ✓ Components of Time series Analysis
- ✓ Panel Data Analysis(Fixed & Random Effects)
- ✓ Dynamic Panel Data Models
- ✓ Generalized Method of Moments
- ✓ Unbalanced Panel Data Models
- ✓ Limited Dependent Variables and Panel Data
- ✓ Stationary Tests, Cointegration and Vector Error Correction Mechanism
- ✓ Data Envelopment Analysis, Stochastic Frontier Analysis & their Applications
- ✓ Granger Causality Analysis
- ✓ Advances in Business Forecasting & Marketing Research Techniques
- ✓ Measurement of Volatility in Time series Data (ARCH, GARCH, etc.)



PEDAGOGY

Combination of Expert Lectures, Hands-on-Training Sessions with Econometric and Statistical Packages/Softwares like SPSS, E-Views, DEAP, Frontier, GRETL, etc. supported by library research.

FOR WHOM

The workshop is designed for Faculty Members/Industry or Corporate/ PSUs practitioners currently associated in Institutions/Colleges/ University Department/ Business Organization, etc.

HOW TO APPLY

Interested applicants need to apply on the prescribed enclosed

format which must be duly endorsed by the Head of the Department/Principal of the Institution/ University Department, etc. Aspirants are also required to send a self-addressed envelope bearing stamp of Rs. 35 alongwith a demand draft of Rs. 3000 drawn in favor of "Registrar, Shri Mata Vaishno Devi University, Katra" payable at Jammu as an advance towards confirmation and commitment of the applicants to attend the program if shortlisted. The advance money (demand draft) will be returned on completion of the course at SMVDU to them. For those applicants, who could not be shortlisted for the program, the amount will be returned to them by post. However, for those candidates, who have been selected but have not attended the program; their advance amount shall not be returned at all in any case. Interested candidates are required to send hard copy of all the above relevant documents to Program Coordinator by Speed Post only at the address to Dr. Supran K. Sharma, Program Coordinator and Associate Professor, School of Business, Faculty of Management, Shri Mata Vaishno Devi University, Sub Post Office - 182 320, Katra, J&K, India. Here, it is important to mention that the applications sent through courier service will not be accepted at all.

However, scanned copies of all the documents/requirements may also be sent through E-mail to the Program Coordinator as an advance copy. Nevertheless, the candidate will be considered for final shortlisting only after receiving the hard copy of all the documents within stipulated time period through speed post only. Applications received after the stipulated last date may not be considered.



BENEFITS OFFERED TO PARTICIPANTS

The training for the invited participants will be FREE OF COST WITHOUT ANY REGISTRATION FEE. Participants will be provided with boarding and lodging facility (during the period of program only, i.e. **24 February -07 March, 2020** otherwise participants has to pay as per norms). A certificate of participation will be provided on the successful completion of training program.