This course gives a general guideline on how to conduct data analysis in SPSS especially for research scholars. I propose to cover the following topics:

- Introduction to Data analysis.
- Giving general guidelines for data collection and data entry in SPSS
- Identifying independent and dependent variables of the study
- Different types of rating scales Nominal/ordinal/ratio/interval
- Computation of Mean, standard deviation and correlation between independent and dependent variables of the study using spss
- How to choose the tests appropriately depending on the data
- Central limit theorem and using Boot strapping in the absence of normality
- Designing the tests for testing the Hypothesis
- How to choose the tests appropriately depending on the data (ANOVA, Multiple regression)
- Applying it to the questionnaire
- Introduction to Structural Equation Modelling

The workshop is aimed at research scholars who are pursuing their PhD. During the workshop, participants will learn how to conduct data analysis for their PhD research as well as the procedure to follow for data analysis for publication.

**Dr Poornima Srikant** is a teacher in the field of management with 14 years' experience. Her tenacious and proactive guidance resulted in number of students conducting quality research in the area of Marketing, Human resource and Finance. Her keen interest in use of social media led me to investigate the impact of Social media marketing in building customer relationships, creating Purchase and loyalty intentions in Facebook as part of my study to acquire my doctorate degree. Her research led to some path breaking findings especially in the area of Impact of social media on investment behaviour of individuals. She is a regular reviewer in the Elsevier Journal “Journal of retail and consumer research and invited to be a reviewer in the Emerald journal, Journal of Emerging markets

The attendance fee is **£35** for those attending ECSM and **£70** for anyone not attending the conference. To reserve a place on this workshop please register using the online form:

[http://www.academic-conferences.org/conferences/ecsm/ecsm-registration/](http://www.academic-conferences.org/conferences/ecsm/ecsm-registration/)

See more about ECSM 2020 at: [http://www.academic-conferences.org/conferences/ecsm/](http://www.academic-conferences.org/conferences/ecsm/)

**PLEASE NOTE PARTICIPANTS WILL NEED TO BRING A LAPTOP OR TABLET TO USE AT THIS WORKSHOP LOADED WITH SPSS**