



**Rukmini Devi Institute of Advanced Studies**  
NAAC Accredited, 'A+' Grade (2nd Cycle)  
Category 'A+' Institute, An ISO 9001 : 2008 Certified Institute  
(Approved by AICTE, Ministry of HRD, Govt. of India)  
Affiliated to Guru Gobind Singh Indraprastha University, Delhi

## Workshop on

# "Research in Marketing: A practical approach"

(20th- 21st July, 2018)

### Objectives

1. To promote research orientation of researchers in marketing.
2. To provide Knowledge of recent techniques in marketing for writing research papers.
3. To develop an understanding of factor analysis, regression analysis, conjoint analysis and cluster analysis.

### Who can participate?

Research Scholars, Professionals from Industry and academicians from technical /management institutions are eligible to participate

### Methodology

A mix of pedagogical tools will be used i.e. lectures, discussions, presentations and experiential exercises. Hands on experience will be given on SPSS. Participants will be provided with the suitable research example data sets for the purpose of analysis in order to understand appropriately.

### Registration

**Registration Fee: Rs. 3000** per candidate

**Total No of Seats:** 30 (Registration will be based on First Come First Serve basis)

Interested candidates can apply to the Workshop Coordinator along with duly filled up registration forms latest by July 10, 2018. The registration fee includes Participation, course materials, lunch for each day and tea/coffee during the program..

**email id :- [fdpmarketing2018@rdias.ac.in](mailto:fdpmarketing2018@rdias.ac.in)**

**For further details contact :-** Dr. Madhu Arora- 9871792630  
Ms. Supriya Sardana - 9717798304

### Certificate and Prizes

Every participant will be awarded a certificate of participation.

Best participant of the workshop: Cash prizes of Rs, 3,000, Rs, 2,000 and Rs, 1,000 will be announced at the end of the workshop.

### Payment Mode

Through Demand Draft (or cheque payable at par) favouring "Rukmini Devi Institute of Advanced Studies" payable at Delhi. The registration fee can also be paid directly into the following Bank Account: Bank Name:

**Account Name:** Rukmini Devi Institute of Advanced Studies **Account Type:** Saving  
**Account Number:** 0649010100018152 **IFS Code:** PUNB0456300  
**Bank Address:** Punjab National Bank, Madhuban Chowk, Rohini, Delhi-110085

### Program Coverage

S.No.	Topics
1	Data analysis Using SPSS
2	Using Factor analysis in research
3	How to use regression analysis
4	Practical approach to conjoint analysis
5	Cluster analysis and use in research

## Resource Person



**Prof. Sanjiv Mittal**  
Professor, USMS,  
GGSIP, Univeristy

Professor, USMS, GGSIP, Univeristy is think tank in education and research. Well renowned professor, vast experience of more than sir has conducted hundreds of workshops on research methodology all over India and delivered lectures in workshops. Prof. Mittal has huge publication of repute in Scopus indexed journal and is also Research - mentor in institutes of repute..

## Certification

All participants will be awarded Certification of Participation upon completion of the program.

## Organizing Committee

### Chief Patron

Shri. K. C. Garg  
Founder President, SPMS  
Chairman, RDIAS

### Patron

Prof. (Dr.) Raman Garg  
Director, RDIAS

### Workshop Convener

Dr. Madhu Arora  
Area Chair - Marketing

### Workshop Co-Convener

Ms. Supriya Saradana  
Assistant Professor

## About Rukmini Devi Institute of Advanced Studies

Rukmini Devi Institute of Advanced Studies (RDIAS) is **NAAC Accredited with 'A+' Grade** (2nd Cycle) and is **Category 'A+'** Institute as judged by the statutory bodies. The institute is approved by **AICTE** (All India Council for Technical Education). RDIAS offers MBA and BBA courses affiliated to **Guru Gobind Singh Indraprastha University**, a leading Delhi State University. The institute was **established in 1996** under the aegis of **Seth Pokhar Mal Educational Society** ([www.spmes.org](http://www.spmes.org)), a body registered under the Society Registration Act XXI, 1860. RDIAS is a **Category 'A+' Institute** judged by **SFRC** (State Fee Regulatory Committee), Govt. of NCT of Delhi. The Institute has been awarded highest Category 'A' grading by **JAC** (Joint Assessment Committee) of GGSIPU and Directorate of Higher

Education, Govt. of NCT of Delhi. The institute is an ISO 9001:2008 Certified Institute. The institute is an active member of **AMDISA** (Association of Management Development Institutions in South Asia), **AIMA** (All India Management Association), **DELNET** (Developing Library Network), **British Council Library**, **CII** (Confederation of Indian Industry), **NHRDN** (National Human Resource Development Network), **CEGR** (Centre for Education Growth and Research), **ICT Academy**, **DMA** (Delhi Management Association) and has also signed a Memorandum of **Understanding with University of Cambridge-U.K**, **Ice Academy-UK**, **Gunadarma University-Indonesia** and **MSME- Technology Development Centre, PPDC Agra, Ministry of MSME, Govt. of India.**

## HOW TO REACH US :



### **Rukmini Devi Institute of Advanced Studies**

**NAAC Accredited, 'A+' Grade (2nd Cycle)**

Category 'A+' Institute, An ISO 9001 : 2008 Certified Institute  
(Approved by AICTE, Ministry of HRD, Govt. of India)

Affiliated to Guru Gobind Singh Indraprastha University, Delhi

2A & 2B, Madhuban Chowk, Rohini, Delhi-110085

Phone: 011-27864596, 27867301 Fax: 011-27867212

e-mail: [admin@rdias.ac.in](mailto:admin@rdias.ac.in), Website : [www.rdias.ac.in](http://www.rdias.ac.in)

Member of AMDISA, AIMA, CII, DELNET, NDL, DMA, CEGR, ICT Academy, NHRDN  
MoU Signed with MSME-TDC, PPDC Agra, Ministry of MSME, Govt. of India