



# Faculty Development Program-2023

Tools and Techniques in  
Qualitative and  
Quantitative Research

Date : 26<sup>th</sup> - 30<sup>th</sup> December, 2023

Time: 09:00 am to 05:30 pm (IST)





## About AURO University

AURO University was established through the Gujarat Private Universities Act, 2011. It was founded by Shri Has-mukh (H.P.) Rama, Co-founder of JHM hotels, now AURO hotels, a US-based hospitality company with operations in the USA and India. AURO University was set up with the vision; to be a premier university of integral and transformational learning. AURO University is grounded in value-based education. It imparts integral learning and leadership, where the mind, body and spirit are aligned and prepared to embark on a journey of lifelong enrichment for both the individual and the community.



# About Faculty Development Program

## Tools and Techniques in Qualitative and Quantitative Research

The Faculty Development Program (FDP) on Qualitative & Quantitative Research aims to empower educators and research scholars across diverse fields by imparting essential knowledge and skills to enhance the quality and rigor of their research endeavors. By the end of this program, participants will have acquired a profound understanding of both qualitative and quantitative research methods. They will be equipped with the necessary tools and expertise to apply these methods effectively in their research projects. This FDP will not only cover the theoretical foundations of research but also provide practical insights into data collection, analysis, and interpretation. Additionally, participants will gain proficiency in utilizing software tools tailored for both qualitative and quantitative research. The FDP seeks to empower participants with the knowledge and skills essential for conducting high-quality research that can contribute significantly to their respective fields of research.



### Key Components of FDP:

- Perform Systematic literature review and qualitative analysis effectively
- Confidently analyse any type of numerical data using various statistical software
- Perform univariate and multivariate data analysis accurately and present the results in standard format







### Mode of the Event:



### Hybrid

(Offline /  
Online through Zoom)

**Certificates  
will be  
provided**

### Organising Committee:

- Dr. Vishal Shukla - Chairperson
- Dr. Shilpi Sharma - Convener
- Professor Nimesh Joshi - Convener
- Dr. Sunil Kumar - Member
- Mr. Baidya nath Mukherjee - Member
- Mr. Megh Goswami - Member
- Mr. Punit Pathak - Member

## Who Should Attend:

- The participant who can significantly gain from this FDP are but not limited to early career researchers (doctoral research scholars or post-graduate students with an inclination for research), faculty members from various academic institutions / research centers who are engaged in research or plan to undertake research.

### Registration Link:

<http://erp.aurouniversity.ac.in/Event/OnlinEventRegistrationForm?ev=snmzgdsNQAo=>



Scan to  
Register

### Software to be used:

- IBM SPSS
- IBM AMOS
- SMART PLS
- NVIVO

### For any queries please contact:

**Baidya nath Mukherjee**

Memembr FDP Committee +91 7011918211

**Megh Goswami, Member**

Memembr FDP Committee +91 7793012233

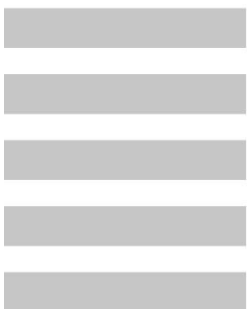
Email: [fdp@aurouniversity.edu.in](mailto:fdp@aurouniversity.edu.in)

### Organized by:

**Faculty Development Program Committee,  
AURO University, Surat**

## EVENT SCHEDULE:

DAY	TIME	CONTENT
<b>Day-1</b>	09:00 am - 09:30 am	Registration
	9:30 am - 10:00 am	Inauguration
	10:00 am - 01:00 pm	Basics of Research Methodology
	1:00 pm - 02:00 pm	Lunch Break
	02:00 pm - 05:00 pm	Theory of Measurement and Scaling, Basic Assumptions of Statistical Analysis Handshake with SPSS The SPSS Environment, Data entry, cleaning and coding.
<b>Day-2</b>	10:00 am - 01:00 pm	Mean Comparisons t-tests, ANOVA and other GLM Models
	01:00 pm - 02:00 pm	Break
	02:00 pm - 05:00 pm	Test of Associations, Chi-Square, Correlations and linear regression
<b>Day-3</b>	10:00 am - 01:00 pm	Logistic Regression & Linear Discriminant Analysis
	01:00 pm - 02:00 pm	Break
	02:00 pm - 05:00 pm	Exploratory Factor Analysis & Confirmatory Factor Analysis
<b>Day-4</b>	10:00 am - 01:00 pm	CB-SEM and path analysis
	01:00 pm - 02:00 pm	Break
	02:00 pm - 05:00 pm	PLS-SEM
<b>Day-5</b>	10:00 am - 01:00 pm	Qualitative Analysis
	01:00 pm - 02:00 pm	Break
	02:00 pm - 05:00 pm	Systematic literature review and Meta-Analysis
	05:00 pm - 05:30 pm	Valedictory



## Important Dates:

DETAILS	DATES
Commencement of Registration	5 Nov, 2023
Early bird Registration till	30 Nov, 2023
Last Date of Registration	22 Dec, 2023 (Till 11:59 P.M. (IST))

## Registration Fees:

**Research Scholar:**  
**INR. 2,000/- (Early Bird - INR. 1,500/-)**

**Academicians:**  
**INR. 2,500/- (Early Bird - INR. 2,000/-)**

**Industry Person/Corporate:**  
**INR. 4,000/- (Early Bird- INR. 3,500/-)**

**Foreign Participants:**  
**USD 50 (Early Bird - USD 40)**

**\* Early bird registration is applicable till 30<sup>th</sup> November 2023.**

Registration fees include access to study materials, hands on training, data set and other resources.

## ACCOMMODATION

**(On twin sharing basis for 5 days):**

**Research Scholar:**  
**INR. 2,500/- (includes 3 times meals)**

**Faculty Member:**  
**INR. 3,000/- (includes 3 times meals)**

**Industry Person/Corporate:**  
**INR. 5,000/- (includes 3 times meals)**



## RESOURCE PERSONS:



**Dr. Kiran Pandya**

Dean,  
Commerce and Management Faculty,  
Uka Tarsadia University, Bardoli.  
Former Professor & Head,  
Department of Human Resource Development,  
Veer Narmad South Gujarat University, Surat



**Dr. Gaurang Rami**

Professor,  
Department of Economics,  
Veer Narmad South Gujarat University,  
Surat



**Dr. Pushpender Kumar**

Professor,  
Kirori Mal College,  
University of Delhi



**Dr. Vishal Shukla**

Associate Professor,  
School of Business,  
AURO University, Surat



**Dr. Saurabh Agarwal**

Professor,  
Harcourt Butler  
Technological University,  
Kanpur



**Dr. Shailesh Kaushal**

Associate Professor,  
Department of  
Business Administration,  
University of Lucknow



**Dr. Dhaval Maheta**

Professor,  
Department of Business and  
Industrial Management,  
Veer Narmad South Gujarat University,  
Surat.



**Dr. Jaspreet Kaur**

Associate Professor,  
Vivekananda Institute of  
Professional Studies, New Delhi





## About Surat

Surat is a vibrant city located in the western Indian state of Gujarat. It is the second-largest city in Gujarat after Ahmedabad and is often referred to as the "Diamond City of India" due to its prominence in the diamond industry. The city has a rich history and culture, & is known for its textiles, cuisine, & architecture. Surat has a long & rich history dating back to the 14th century when it was a major trading port. During the Mughal era, Surat became an important center for trade and commerce, & the city's prosperity continued to grow during the British colonial period. The city played a significant role in India's struggle for independence and was the site of several important events during the freedom movement. Surat has a rich cultural heritage and is known for its textiles, cuisine, & architecture. The city is famous for its silk sarees and textiles, which are exported all over the world. The sarees are known for their intricate designs and vibrant colors, & are a popular choice among women in India. Surat is also known for its cuisine, which is a blend of Gujarati, Marathi, and Parsi influences. Some of the popular dishes in Surat include Undhiyu, a vegetable curry, and Locho, a savory snack made from gram flour. The city is also famous for its street food, with vendors selling a variety of snacks such as Khaman, Dhokla, and Khandvi. Surat has a rich architectural heritage, with several historic monuments and buildings that reflect the city's rich history. The city is home to several beautiful mosques, temples, & tombs, including the Dandi Swaminarayan Temple, the Jama Masjid, and the Chintamani Jain Temple. The Dutch Cemetery is another important landmark in Surat. It was built in the 17th century & is the final resting place of several Dutch merchants who lived in the city during the colonial period. Another popular attraction in Surat is the Surat Castle, which was built by the British in the 16th century. The castle served as a defense fortification and was also used as a prison during the colonial period.

