



**INTEGRAL
UNIVERSITY**

LUCKNOW (INDIA)

IU INSPIRING EXCELLENCE

FACULTY OF COMMERCE & MANAGEMENT
In Association with
FACULTY OF DOCTORAL STUDIES & RESEARCH
organizes

Two Weeks Online Quality Improvement Program
RESEARCH METHODOLOGY & DATA ANALYSIS

on

26 July -10 August, 2021



CHIEF PATRON
Prof. S. W. Akhtar
Founder & Hon'ble Chancellor,
Integral University, Lucknow



PATRON
Dr. Syed Nadeem Akhtar
Pro- Chancellor
Integral University, Lucknow



PATRON
Prof. Javed Musarrat
Hon'ble Vice-Chancellor,
Integral University, Lucknow



CO-PATRON
Prof. Aqil Ahmad
Pro-Vice Chancellor
Integral University, Lucknow



CO-PATRON
Prof. T. Usmani
Dean, Faculty of Doctoral
Studies & Research
Integral University, Lucknow



CONVENER
Prof. A. K. Saxena
Dean,
Faculty of Commerce & Management
Integral University, Lucknow

KEY SPEAKERS



PROF. S. RANGNEKAR
Professor
IIT, Roorkee



Prof. Masood Siddiqui
Professor
JIM, Lucknow



Prof. A. K. Singh
Professor
Lucknow University



Prof. Bilal Mustafa Khan
Professor
AMU, Aligarh



Prof. Syed Mohd. Rizwan
Professor
National University Of
Science And Technology
Sultanate Of Oman



Prof. Alpana Srivastava
Professor
Amity University,
Lucknow



Dr. Sarfaraz Karim
Karzan University,
Afghanistan



Prof. A. K. Chauhan
Research Shiksha
New Delhi

Participation Fees : 250 INR



Register Now

<https://forms.gle/eWzGshzKaM1K8EYz5>

Note : Please write DCBM 21 in description while making payment for reference.

PLATFORM : GOOGLE MEET

Co-convener : Dr. Syed Shahid Mazhar, Head, DCBM

A completion certificate (Soft copy) will be provided after
completion of QIP activities, with qualifying criteria.

For any Information, please contact:
Dr. Moiz Akhtar: +91 7080653669
Mr. Mohd Ariz Siddiqui: +91 7007412852

Handwritten signature and date: 18/7/21
HEAD
Department of Commerce & Business Management
Integral University, Lucknow



INSPIRING EXCELLENCE

**FACULTY OF COMMERCE & MANAGEMENT
IN ASSOCIATION WITH
FACULTY OF DOCTORAL STUDIES & RESEARCH**

Cordially invites you to the valedictory session of

*Two Week
Online Quality Improvement Program*

On Research Methodology And Data Analysis
26 July - 10 August, 2021

**ON 10 AUGUST, 2021 FROM 10:30 AM ONWARDS
LIVE ON YOUTUBE**

Prof. A.K. Saxena
Dean, FCM

Dr. S.S. Mazhar
Head, DCBM



HEAD
Department of Commerce & Business Management
Integral University, Lucknow



CO-PATRON
Prof. Wajahul Haq
DEAN, R&D



CONVENER
Prof. A.K. Saxena
DEAN, FCM



CO-CONVENER
Dr. S.S. Mazhar
HEAD, DCBM

Key Speakers



Prof. Prashant Kumar
BHU, Varanasi



Prof. Venkatesh Dutta
BBAU, Lucknow

Program Schedule

- 10:30 am to 11:25 am - Prof. Venkatesh Dutta
- 11:30 am to 12:15 pm - Prof. Prashant Kumar
- 12:20 pm to 12:40 pm - Valedictory Session



ORGANIZING COMMITTEE

Chief Patron

- **PROF. S.W. AKHTAR**
Founder & Hon'ble Chancellor, Integral University, Lucknow

Patrons

- **DR. SYED NADEEM AKHTAR**
Hon'ble Pro-Chancellor, Integral University, Lucknow
- **PROF. JAVED MUSARRAT**
Hon'ble Vice-Chancellor, Integral University, Lucknow

Co-Patrons

- **PROF. AQIL AHMAD**
Pro-Vice Chancellor, Integral University, Lucknow
- **PROF. T. USMANI**
Dean Faculty of Doctoral studies, Integral University, Lucknow
- **PROF. WAJAHUL HAQ**
Dean Research & Development, Integral University, Lucknow

Convener

- **PROF. A.K. SAXENA**
Dean, Faculty of Commerce and Management, Integral University, Lucknow

Co-convener

- **DR. SYED SHAHID MAZHAR**
Head, Department of Commerce and Business Management, Integral University, Lucknow

Coordinators

- Dr. Gaurav Bisaria, DCBM, Integral University
- Dr. Farhina Sardar Khan, DCBM, Integral University
- Dr. Syed Afzal Ahmad, DCBM, Integral University
- Dr. Moiz Akhtar, DCBM, Integral University
- Mr. Shahabuddin, DCBM, Integral University
- Mr. Divesh Dutt, DCBM, Integral University
- Ms. Nazia Aldhaq, DCBM, Integral University

ABOUT QIP

In today's higher education, research is given great attention. Teaching and research are complementary, and they should be combined to increase the relevance of academic activities in academia. Management research institutions are responsible for instilling the 'research culture,' and should view research as an investment rather than an expense. To do high-quality research and write effective research papers, one must gather, interpret, and logically document data.

Recent advances in statistical applications, as well as the availability of statistical software, have enabled scholars and researchers to conduct complicated tests, multilevel, and dynamic models. The Faculty of Commerce and Management started this campaign to increase research quality as part of its ongoing effort to strengthen management abilities.

Through case scenarios and skill-building activities, this QIP will provide a practical hands-on approach to using data analysis tools and software packages. It will give academia a thorough understanding of research techniques, allowing them to lead their research and that of their students.

Two-Week QIP shall be conducted in blended mode:

- Face to Face session (2-week equivalent)-14 days using video conferencing, in conformance to COVID protocol
- 160 hours' online active engagement (2-week equivalent), content-based learning, assignments, and quizzes.

Outcome

After successful completion of this program, participants (faculty & research scholars) can refine their research methods and improve data analysis from various perspectives.

Certification

A completion certificate (Soft copy) will be provided after completion of QIP activities, with qualifying criteria.

Eligibility

All Academicians, Faculty Members and Research Scholars from any institution are eligible to join the QIP.



TWO-WEEKS

QUALITY IMPROVEMENT PROGRAM

On
"RESEARCH METHODOLOGY
& DATA ANALYSIS"

July 26 -August 10, 2021.

Organized by

FACULTY OF COMMERCE AND MANAGEMENT
In Association with
FACULTY OF DOCTORAL STUDIES & RESEARCH



Registration Link:

<https://forms.gle/eWzGshzKaM1K8EYz5>

Registration Fees: 250 INR
Payment Code:



For any Information, please contact:

Dr. Moiz Akhtar: +91 7080653669

Mr. Mohd Ariz Siddiqui: +91 7007412852


HEAD
Department of Commerce & Business Management
Integral University, Lucknow



FACULTY OF COMMERCE & MANAGEMENT
DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW

Date: 20.07.2021

Ref.No.- IU/DCBM/2021/33

NOTICE

All faculty members are informed that the **Faculty of Commerce and Management** in association with **Faculty of Doctoral Studies & Research, Integral University** is organizing **Two Week Online Quality Improvement Program on Research Methodology and Data Analysis** from **26th July to 10th August 2021** at Integral University, Lucknow.

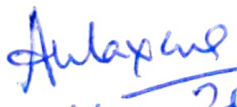
The Chief Patron of the program is **Prof. S.W. Akhtar**, Founder & Hon'ble Chancellor, Integral University, the Patrons of the program are **Dr. Syed Nadeem Akhtar**, Hon'ble Pro-Chancellor, Integral University and **Prof. Javed Musarrat**, Hon'ble Vice Chancellor, Integral University, the Co-Patrons of the program are **Prof. Aqil Ahmad**, Pro-Vice Chancellor, Integral University, **Prof. T. Usmani**, Dean Faculty of Doctoral Studies, Integral University and **Prof. Wajahul Haq**, Dean, Research & Development, Integral University. The Convener of the program is **Prof. A. K. Saxena**, Dean Faculty of Commerce & Management and Co-convener is **Dr. Syed Shahid Mazhar**, Head, Department of Commerce & Business Management, Integral University.

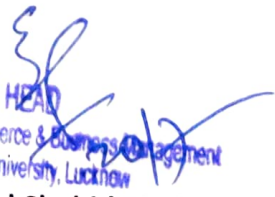
Recent advances in statistical applications, as well as the availability of statistical software, have enabled scholars and researchers to conduct complicated tests, multilevel, and dynamic models. The Faculty of Commerce and Management is taking initiative to organize this QIP which will provide a practical hands-on approach to using data analysis tools and software packages. It will give academia a thorough understanding of research techniques, allowing them to lead their research and that of their students.

It will be a Two-Week QIP in a blended mode that is face to face session (2-week equivalent)-14 days using video conferencing, in conformance to COVID protocol and 160+hours'online active engagement (2-week equivalent); content-based learning, assignments, and quizzes.

To Register and join the program, kindly check the links provided below:

Link for registration: <https://forms.gle/xudzqQT5oGLTtj9j9>


20/7/21
Prof. A. K. Saxena
Dean
Faculty of Commerce & Management
Integral University, Lucknow


HEAD
Department of Commerce & Business Management
Integral University, Lucknow
Dr. Syed Shahid Mazhar
Head- DCBM



Online Two Week Quality Improvement Program (QIP)

Faculty of Commerce & Management

In association with

Faculty of Doctoral Studies & Research

Integral University, Lucknow

26th July to 10th August 2021

REPORT

Faculty of Commerce & Management in association with Faculty of Doctoral Studies & Research of Integral University, Lucknow organise 14 Day Online Quality Improvement Program for Faculty Members & Research Scholars on Research Methodology and Data Analysis from 26th July to 10th August 2021.

In the 14 Day QIP, eleven resource persons were invited who were eminent academicians and experts from various reputed institutions and they enlightened the audience with their wisdom and experience in various domains of their expertise.

On the opening day, 26 July 2021, Prof.A.K.Saxena, Dean, FCM in his welcome speech briefed the purpose and importance of QIP.

Prof. T. Usmani, Dean Doctoral Studies, in his welcome address, spoke about the importance of research, its outcome and impact.

Prof. Aqil Ahmad, Pro-Vice Chancellor motivated the morale of participants by inspiring them by sharing his words of wisdom and academic experiences.

Head of DCBM, Dr. Syed Shahid Mazhar, expressed vote of thanks to all the speakers and guests.

The guest speaker of day one was *Dr.Sarfaraz Karim, from Kardan University, Kabul, Afghanistan.*



He spoke on research philosophy and design, relationship between theory, research, and data identification of research problems and literature review.

Each online session was followed by an online quiz and an assignment, which were equally important to attempt, for registered participants.

HEAD
Department of Commerce & Business Management
Integral University, Lucknow

On 27 July, the second day, our guest speaker was **Prof. Masood Siddiqui** from **Jaipuria Institute of Management, Lucknow**, who delivered his lecture on *Systematic literature review & Metadata Analysis, Understanding research gap, Access of technology & proficiency in literature review and Ethical considerations in references/citations*. Prof. Masood emphasized on proper framing of the research gap by extensive literature review. He acknowledged the importance of technology & proficiency in the literature review.



The third day, **Prof. Bilal Mustafa Khan, Aligarh Muslim University, Aligarh** took the topic as *Framing of objectives and hypothesis, types of hypothesis: null hypothesis & alternative hypothesis & testing of hypothesis*.



He discussed with research scholars the creation of hypotheses in terms of null and alternative hypotheses and informed scholars about the mistake committed by them during research which is called Type I & Type II Error. Then he talked about the p-value and discussed its relationships with rejection and non-rejection of the null hypothesis.

For Day 4th the topic was *Understanding Quantitative Research Methods, Methods of Data Collection & Data Visualization & Quantitative Data Analysis & Techniques* and Guest Speaker was **Dr. Sarfaraz Karim, Kardan University, Kabul, Afghanistan**, who explained quantitative research as to when the research is based on a numerical study. He said that we should go for quantitative research when the research objective is very clear. Dr. Sarfaraz said we should prefer the Likert scale with Multiple Choice Questions, there is a preference for surveys and interviews with semi and unstructured questions. Lastly, he talked about quantitative data analysis through a parametric test, when the distribution is normal and a non-parametric test when the distribution is not normal.

Dr. Anurag Singh, Associate Professor, Institute of Management Studies, BHU, Varanasi took the 5th Day Session on *Statement of Problem & Development*



of Theoretical Framework, where he explained the research problem as the difficulty existing in the environment. The statement of the problem can be divided into three parts such as the ideal, the reality, and the consequences. Lastly, he talked of Technology Acceptance Model that is TAM, which is an information systems theory that models how users come to accept and use technology.

HEAD
Department of Commerce & Business Management
Integral University Lucknow



On 31 July, on the 6th Day of QIP, the topic was *Measurement & Scaling, Comparative and Non-comparative Scaling, Pilot study and its reliability, validity, and generalization* and Guest Speaker was **Prof. Ajay Kumar Chauhan, Research Sikhsha, New Delhi**. He explained measurement as measuring the attitude or behavior of an individual in the study by the scholar. He started his lecture with an explanation of data and variables. He said that the different types of data could be structured and unstructured data. He discussed different types of scales like Nominal, Ordinal, Interval, and Ratio. He talked of other scales like the Five Point Scale, Constant Sum Scales, Stapel Scales, and Graphic Rating Scales. He emphasized that in the questionnaire there should be a Normality study that is the study of normal distribution of data, Reliability study through Cronbach Alpha, Validity study through Confirmatory Factor Analysis (CFA), and non-response bias that is the change of result with non-response of respondents.

On 2nd August, the 7th Day of QIP, **Prof. Anoop Kumar Singh from Department of Applied Economics, Faculty of Commerce, University of Lucknow**, took the topic of *Survey Method: Questionnaire designing, schedule, and personal interview, Sampling method: Sampling design and techniques and Sampling size: Initial & final sample size and determination of sampling size*. He started his session with bringing clarity in the difference between the questionnaire and the schedule. A survey can be classified into a Cross-sectional survey for one time while a longitudinal survey is conducted repeatedly for different points. He then explained the Questionnaire in terms of ways to better frame it. Next, he talked about sampling design, which is the way to select the sample. Then he talked about the classification of sampling. Lastly, he talked about sampling size where he explained the calculation of sampling size.



Prof. Alpana Srivastava of Amity University, Lucknow spoke on *Introduction to SPSS, Parametric Tests: Independent t-test, Paired t-test, ANOVA, Repeated measures ANOVA* and started her session with the Type I & Type II Errors leading to Parametric & Non-Parametric Test. She then talked about the t-Test. She said for the t-Test the data should be normally distributed and the sample size should be less than 30. Lastly, she talked about the ways to use SPSS for the analysis of data.



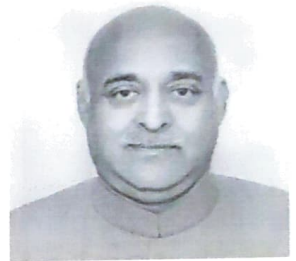
It was Day 09th of QIP, **Prof. Ajay Kumar Chauhan from Research Sikha, New Delhi** spoke on *Non-Parametric Tests: Mann Whitney Test, Wilcoxon Rank, Kruskal Wallis, Friedman ANOVA*,

HEAD
Department of Commerce & Business Management
Integral University, Lucknow

chi-square Test where he informed that parametric inferences are on population and in non-parametric we make inferences on the sample. Then he discussed that Mann Whitney Test, Wilcoxon Rank, Kruskal Wallis & Friedman ANOVA are all rank based. Lastly, he informed that in these tests we compare the p-value with the test value for seeing the significant relationship and for acceptance or non-acceptance of the hypothesis

On Day 10th of QIP, **Prof. Alpana Srivastava** from **Amity University, Lucknow** started her session with the Factor Analysis. Her topic was **Exploratory Factor Analysis, Multiple Regression Analysis, Cluster Analysis, and Confirmatory Factor Analysis & Testing of Structural Equation Modeling with AMOS**. She said in a study the data is clubbed in one basket so data are related. Then she talked about the steps of Factor Analysis. She explained Structural Equation Modelling with AMOS (Analysis of a Moment Structures). She said SEM could be seen with Path Analysis, which was developed by Sewall Wright in 1930. Lastly, she informed us that here we can take a large number of dependent variables and independent variables.

On 11th Day, **Prof. S Rangnekar** of IIT, Roorkee shared his experience on **Writing Scholarly Articles: Writing research papers & research reports using LaTeX, Writing an effective research paper using analytical tools & Reviewers perspective: Paper publication (Scopus/UGC/UGC Care listed journals)**. He said that for good papers there should be good content of literature review and for the selection of journals the research scholars should be very careful and for the selection of papers, the problem should be carefully defined. The research paper should have the taste of both qualitative and quantitative. Lastly, he focused on proper analytical study followed by a proper conclusion.



Prof. Syed Mohd. Rizwan of National University of Science & Technology, Sultanate of Omantook a session on Day 12th of QIP, on **Writing conclusion, interpretation, and recommendation. References (APA, Havard style of citation). Preparation of charts and graphs like Histogram, Box Plots, Stem & Leaf Diagram, Bar & Pie Charts**, started his session with basic research skills. He suggested R Programming instead of SPSS. He said that the table form for a single variable can be categorized while for two variables it can be cross-tabulation. Then he talked of different types of graphs in terms of Histogram, Box Plots, Stem & Leaf Diagram, Bar & Pie Charts.



He said in the dissertation the most important thing is plagiarism. The next most important thing in research is referencing. Lastly, he talked about referencing style and informed us that there are 21 referencing styles across the globe. The most common are APA style & Harvard style.

It was Day 13th, the session of Prof. Bilal Mustafa Khan, Aligarh Muslim University, Aligarh was on **Publication Ethics: Plagiarism, patents, copyright & IPR. Indexing and Citation of Journals, Referencing & its style. Writing research proposals to fund agencies.** The publication can be divided into 3 parts that are author, journal, and reviewers. He said that the publication can lead to development in academic life and can provide grants. He talked of patents which are something new and which have are applied for approval and give rights for 20 years. Copyright gives the right for commercial exploitation for financial earning and gives the right for 60 years after the death of the author. He asked scholars to use Mendeley software for citations, which can be easily downloaded. Elsevier is the owner of Scopus and the publisher for publishing the journals. The journals are indexed in Scopus not papers. The Web of Science does not publish papers but only indexing. Scopus and Web of Science are highly indexed. Then he talked of Google Scholar for citations and discussed the terms like i10 & h index. Lastly, he talked of different agencies for financial grants. He then talked of research proposals for financial grants, which he said, are similar to the Ph.D. synopsis but the difference is the outcome.

The 2 Weeks Quality Improvement Program came to a closing with two eminent speakers on Day 14th, August 10, 2021 as **Prof. Prashant Kumar of BHU, Varanasi** and **Dr. Venkatesh of BBAU, Lucknow** who spoke on Innovation, originality and contribution to knowledge: Making Research Impact and Creating research profiles and collaborations, Developing a Ph.D.



dissertation into a book for publication.



The Valedictory Day was attended by **Prof. Wajahul Haq, Dean, Research & Development** of Integral University, who shared his wisdom and experience on research and its importance while he appreciate the hard work and team effort

of the Faculty of Commerce and Management and Department of Doctoral Research for organising the QIP with 11 eminent speaker of national and international repute.

The moderator of the 14 sessions were Dr. Asma Farooqe, Dr. Gaurav Bisaria, Dr. Amit Kumar Goel, Dr. Abdul Tayyab Khan, Dr. Uzmi Anjum, Dr. Moiz Akhtar, Mr. Devesh Dutt, Mr. Ehsanul Haque and Ms, Mubashara Hassan.


Department of Commerce & Business Management
Integral University Lucknow

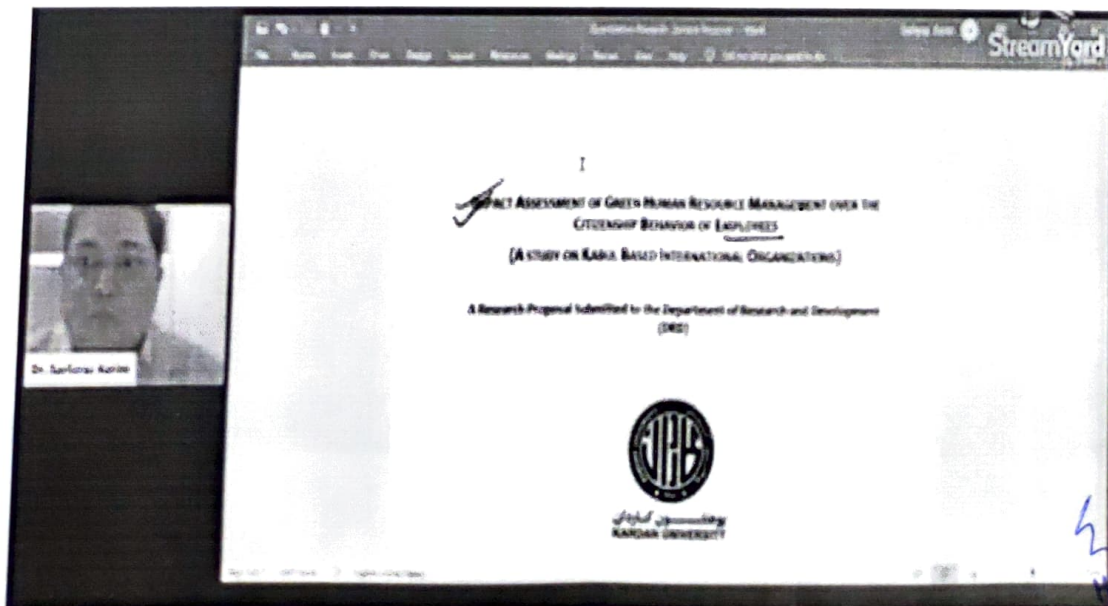
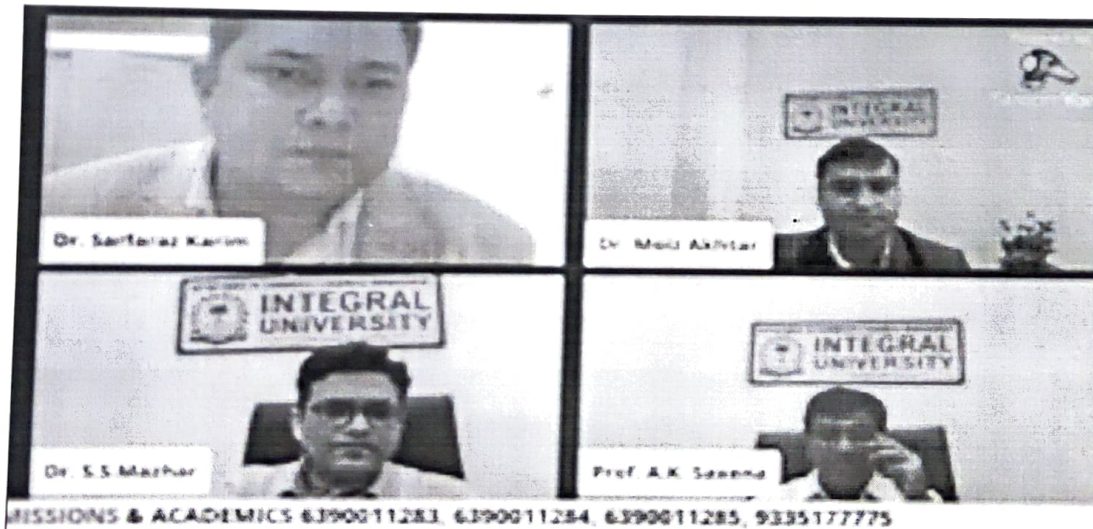
Coordinators of the 2 Week Online Quality Improvement Program were Dr. Gaurav Bisaria, Dr. Parhina Sardar Khan, Dr. Syed Afzal, Dr. Moiz Akhtar, Mr. Mohd. Ariz Siddiqui, Mr. Shahabuddin, Mr. Devesh Dutt, and Ms. Nazia Akhlaq.

The Head of DCBM, **Dr. Syed Shahid Mazhar** gave *Vote of Thanks* to esteemed sponsor Punjab National Bank, which supported the event through **Mr. Prashant, Branch Manager**. He also thanked the entire 11 eminent speakers. *Certificates of Appreciation* were presented and sent to all of them as a token of gratitude for their time and wisdom.

The registered 232 participants, who attended the sessions, attempted the quiz and completed their assignments, were given *Certificate of Participation*.

The live sessions were conducted on *Streamyard* and Shared / Uploaded through the *YouTube Channel* of Department of Commerce and Business Management, where the viewers are rising in numbers, since the day each session was uploaded.

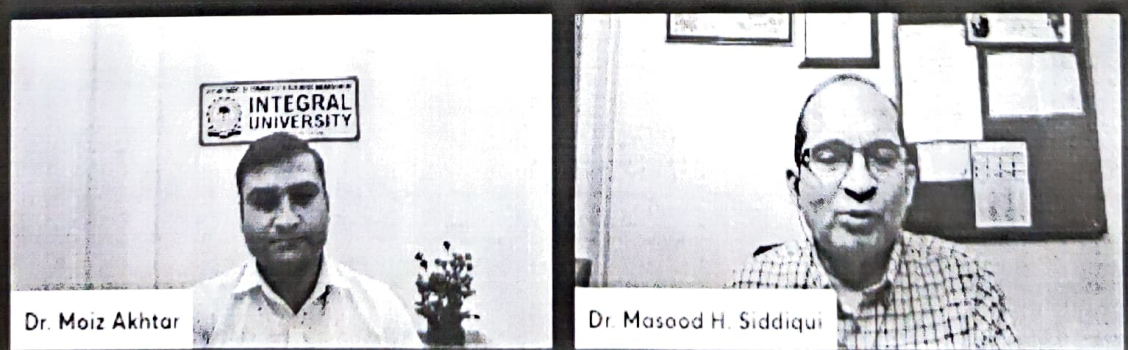
Screen shots of 14 Days online QIP



HEAD
Department of Commerce & Business Management
Integral University, Lucknow



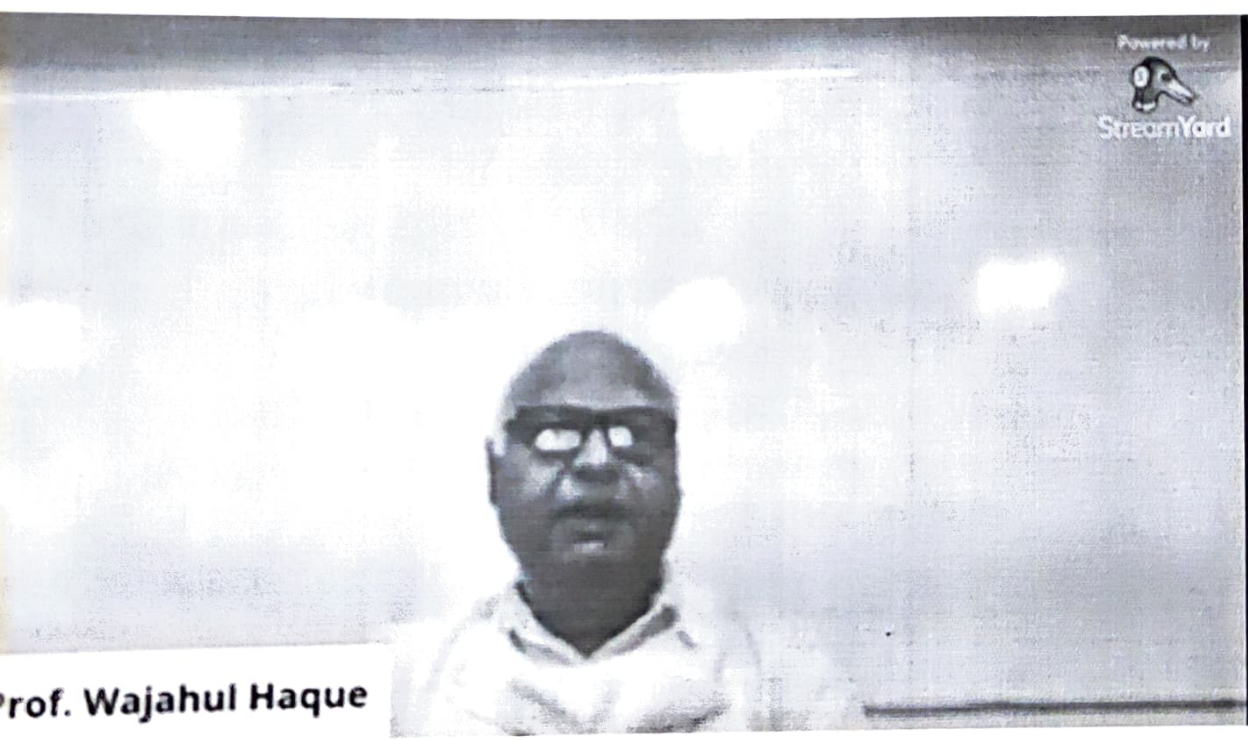
LIVE 8:18



HEAD
Department of Commerce & Business Management
Integral University, Lucknow



Prof. Venkatesh Dutta

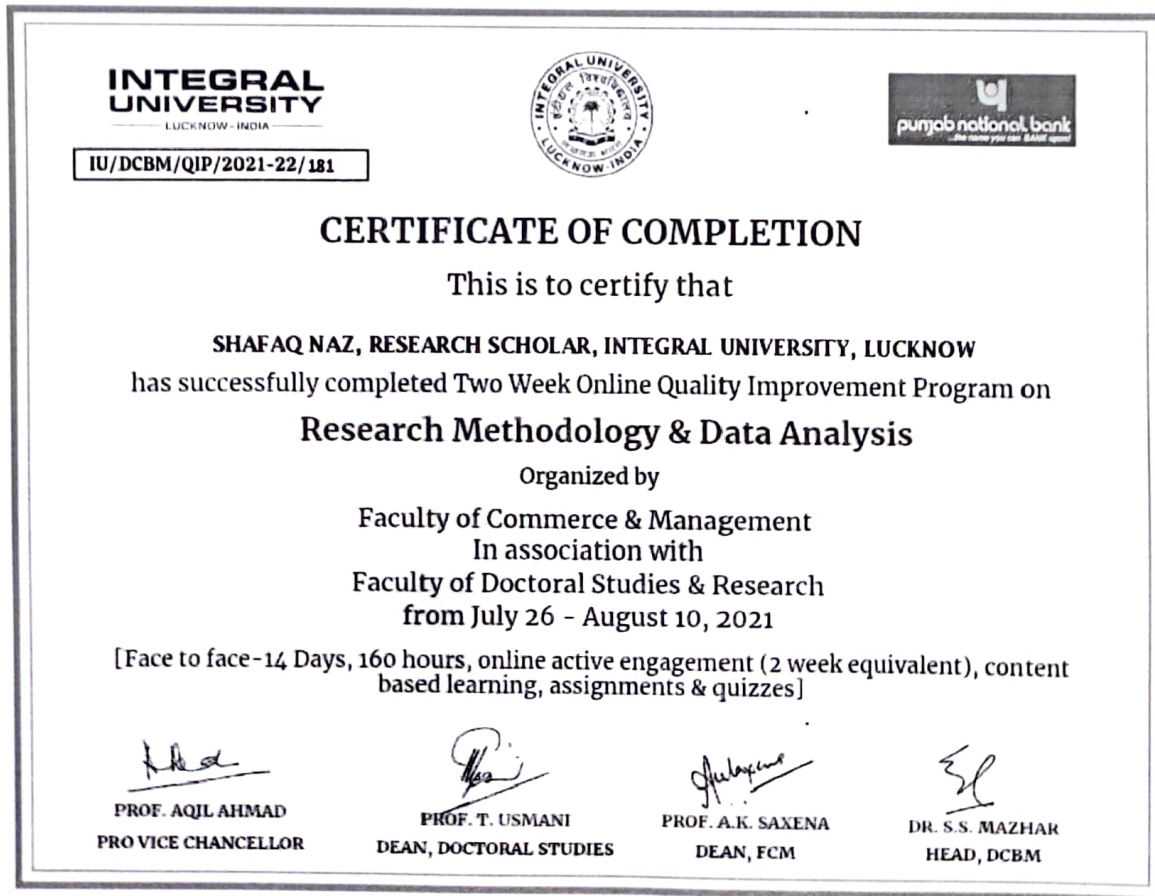


Prof. Wajahul Haque


HEAD
Department of Commerce & Business Management
Integral University, Lucknow



Sample of certificate issued to the participants of Online QIP



S.S. Mazhar
HEAD
Department of Commerce & Business Management
Integral University, Lucknow