PROF. J. K. NAYAK

Department of Management Studies

IIT Roorkee

INTENDED AUDIENCE : U.G, P.G and PhD students from the Management discipline and Social sciences, Corporate Executives

INDUSTRIES APPLICABLE TO : All Industries both in Public and Private space ,academic institutions and Research organizations

COURSE OUTLINE :

Marketing research and Analysis-II (Application oriented) is an extension of the coursemarketing research and analysis. In this course the emphasis has been laid on the practical sideof research and data analysis. It is intended to give a step by step approach for researchers whoare involved in data analysis for their thesis and publication work. Industry practitioners canhave a real time feel of the data analysis process. It describes the tools covered undermultivariate data analysis techniques which students and practitioners find slightly confusingand thus, this course would answer their queries and help them progress in their respectivefields of research. It uses research tools like univariate tests, deep analysis of various regressionanalysis techniques, factor and cluster analysis, discriminant analysis and SEM in details etc.alongwith non-parametric techniques also. SPSS and AMOS software has been used andexplained for data analysis. Most importantly interpreting the data and finally writing for aresearch work has been explained for all the techniques.

ABOUT INSTRUCTOR :

Prof. Jogendra Kumar Nayak is the Associate Professor in Marketing in the Department of Management Studies, Indian Institute of Technology Roorkee. He is a Ph.D. degree holder from the Indian Institute of Technology Kharagpur. He teaches marketing research in both spring and autumn semesters in IIT Roorkee. Along with it, he also teaches industrial marketing. He also stands credited for authoring a book on Retail Management which has been published by a reputed publishing house like Cengage. He has publications in most of the publishing houses such as Elsevier, Emerald, Sage and Taylor and Francis. His major research areas are Industrial Marketing, Consumer Behavior, and Tourism Management. He regularly conducts a workshop titled "Data Analysis for Research and Publication" which is attended by participants from educational institutes, Govt. organizations and industry as well.

COURSE PLAN :

Week 1**:** Introduction to marketing research

Week 2**:** Marketing research process and hypothses development

Week 3**:** Research design

Week 4**:** Data purification and handling

Week 5**:** Hypothesis testing

Week 6**:** Non-parametric test

Week 7**:** Introduction to ANOVA & ANCOVA

Week 8**:** ANOVA, ANCOVA, MANOVA & MANCOVA in SPSS

Week 9**:** Correlation and regression

Week 10**:** Various types of regression and discriminant analysis

Week 11**:** Exploratory and Confirmatory factor analysis

Week 12**:** Structural equation modelling & cluster analysis