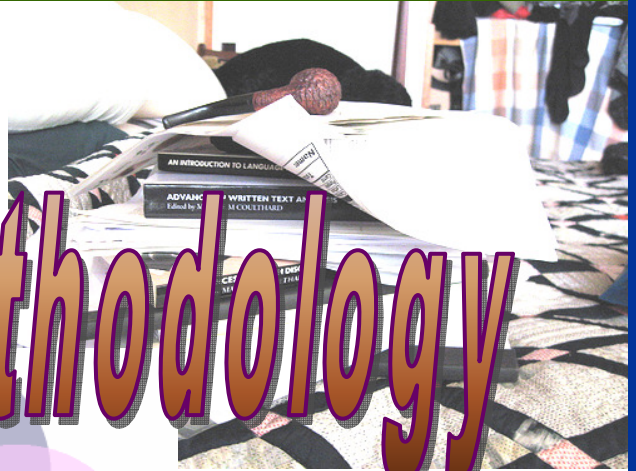


2-day course on

Research Methodology



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Perspectives

Dynamic
Process

Research Publications



WHO SHOULD ATTEND?

University / College lecturers, Ph.D., Research scholars, Post-Doctoral fellows, Post-Graduate students and individuals having interest in Quantitative Research Methods.

Date : 13 & 14 February 2012

Time : 9.00 a.m. – 5.00 p.m.

**Venue : Graduate School of Business,
Universiti Sains Malaysia, Penang.**

In collaboration with:



(wholly-owned by Universiti Sains Malaysia)

HRDF CLAIMABLE*

***SUBJECT TO HRDF APPROVAL**

INTRODUCTION

The purpose of conducting this workshop is to equip the research scholars on the latest developments in the Quantitative research methodologies. The two-day workshop covers the components of research / research projects namely the type of research, scientific methods, review of literature, sampling and goodness of data. More emphasis will be given to inferential statistics to make decisions on Multivariate analysis of data. Further, the practical illustrations of some research studies will be the added value of this workshop to make the participants to realize the importance of academic and research publications in reputed ISI and international journals.

COURSE OBJECTIVES

The objective of the workshop is to:

- i. Motivate research scholars to get more clarity on research methodologies.
- ii. Conceptualize the research issues in to an appropriate framework.
- iii. Prepare data for quantitative research.
- iv. Equip research scholars on the tips for publishing papers in reputed journals.

REGISTRATION FEE

(Covers course materials, two-day refreshment including lunch and Certificate of Attendance)

RM700.00 PER PARTICIPANT

†Fulltime postgraduate student : **RM500.00 PER PARTICIPANT** (Proof of Student I.D. required)

GROUP DISCOUNT is available upon request. (minimum of 3 participants from the same company/organisation)

CERTIFICATE OF ATTENDANCE

Upon successful program completion, participants will be presented with a Certificate of Attendance. This will reflect on your commitment towards your continued personal and professional development.

ENQUIRIES

Technical Details:

ASSOC. PROF. DR. KRISHNASWAMY JEYARAMAN
Graduate School of Business,
Universiti Sains Malaysia
04-653 3888 EXT 2332
017-486 3364
dr_kjraman@usm.my

Registration and others:

KHAIROL ANUAR MOHAMMED
USAINS Holding Sdn Bhd
04-653 4372 / 012-286 9048
khairol@usainsgroup.com / khairol_usains@yahoo.com

COURSE CO-ORDINATOR

ASSOC. PROF. DR. KRISHNASWAMY JEYARAMAN has 26 years of experience as a professor in Statistics. He has a wide range of experience in data analysis using Statistical Software and carried out some major projects for National and International organizations. He is well versed in Statistical analysis particularly in Model Building, Estimation of parameters, Forecasting and predictive Inferences, categorical data analysis and Follow-up studies.

He has produced 11 Ph.D., research scholars in analytical and applied statistics on an interdisciplinary basis and published 32 research articles in International and National Journals. He has been providing an extensive training for the executives of IT; Banking; BPO & KPO call centres; Manufacturing Industries for six-sigma Green Belt and Black Belt courses on Total Quality Management. He has also been an active member of the quality planning and assurance teams and has worked with clients like WHO, E-Merk, Ford, Motorola, Airtel, Lason, Careers India, Prumatec, Astron, Office Tiger and Cadensworth (Intel) among other multinational companies.

RECOMMENDED ACCOMMODATION

USM Guest House (inside USM compound)
Universiti Sains Malaysia,
11800 Minden, Penang.
Tel: 04-653 2030 / 04-653 2050
Fax: 04-659 7124
E-mail: guesthouse@usainsgroup.com
<http://www.usainsgroup.com/guesthouse.html>

B-Suite
B Tower, Bayan Point,
19, Medan Kampung Relau,
11900 Bayan Lepas, Penang.
Tel: 04-646 7777
Fax: 04-644 5000
Email: info@b-suite.com.my
<http://www.b-suite.com.my/>

The Krystal Suites
Jalan Tun Dr. Awang,
11900 Bayan Lepas, Penang.
Tel: 04-613 3333
Fax: 04-613 3338/2
Email: enquiry@thekrystalsuites.com
<http://www.thekrystalsuites.com/>

Hotel Vistana
213, Jalan Bukit Gambir,
Bukit Jambul, 11950 Penang.
Tel: 04-646 8000
Fax: 04-646 1400
Email: vispgweb@ytlhotels.com.my
http://www.vistanahotels.com/vpg_main.php

† Not entitled for group discount

RESEARCH METHODOLOGY & RESEARCH PUBLICATIONS

PROGRAM SCHEDULE

TIME	TOPICS
FIRST DAY	
9.00 a.m. – 10.30 a.m.	1. Planning Research strategies and Research design <ul style="list-style-type: none"> ▪ Motivation ▪ Research Problem ▪ Research Objectives ▪ Theoretical Framework
10.30 a.m. – 10.45 a.m.	Tea Break
10.45 a.m. – 1.00 p.m.	2. The nature of quantitative / qualitative research <ul style="list-style-type: none"> ▪ Sample surveys ▪ Probability and non-probability sampling ▪ Questionnaire Design
1.00 p.m. – 2.00 p.m.	Lunch
2.00 p.m. – 3.30 p.m.	3. Measurements <ul style="list-style-type: none"> ▪ Goodness of Measures ▪ Validity and Reliability ▪ Multivariate Data Management
3.30 p.m. – 3.45 p.m.	Tea Break
3.45 p.m. – 5.00 p.m.	4. Data Reduction <ul style="list-style-type: none"> ▪ Data Analysis ▪ Statistical tools ▪ Software packages ▪ Decision Making and Report writing
SECOND DAY	
9.00 a.m. – 10.30 a.m.	5. Academic Publications <ul style="list-style-type: none"> ▪ Identification of Topic ▪ Filtering the Research Topic ▪ Initial Challenges ▪ Type of Research ▪ Novelty in Research
10.30 a.m. – 10.45 a.m.	Tea Break
10.45 a.m. – 1.00 p.m.	6. Enhancing Human Talent/Potential to Improve the Operational System in an Organization <ul style="list-style-type: none"> ▪ Talk of the Town ▪ Quality Objectives ▪ Core Values of Quality Management ▪ Human interaction to industries
1.00 p.m. – 2.00 p.m.	Lunch
2.00 p.m. – 3.30 p.m.	7. Case Studies and Practical Applications
3.30 p.m. – 3.45 p.m.	Tea Break
3.45 p.m. – 5.00 p.m.	8. Current Areas of Research <ul style="list-style-type: none"> ▪ Tourism and Transportation ▪ Service Quality Management ▪ Lean Six-Sigma ▪ Marketing Research

Disclaimer

The Organizer reserves the right to reschedule or cancel any part of its published programme or venue due to unforeseen circumstances and will not accept liability for costs incurred by participants or their organizations for the cancellation of travel arrangements and/or accommodation reservations as a result of the course being cancelled or postponed. Advance notice will be given if there is such changes or cancellation.

REGISTRATION FORM

RESEARCH METHODOLOGY & RESEARCH PUBLICATIONS

Send registration form to :
Khairol Anuar Mohammed
 USAINS Holding Sdn. Bhd., Ground Floor, Kompleks EUREKA,
 Universiti Sains Malaysia, 11800 USM PENANG.
 Fax : 04-657 2210

or
 Email: khairol@usainsgroup.com / khairol_usains@yahoo.com

Please register the following name/names: (Please use separate sheet, if required)

Item	Participants Name <i>(Please print clearly or attach business card)</i>	Position & Email
*1.		
2.		
3.		
4.		
5.		
Industry Sector:		
Company:		
Address:		
		Postcode:
*Primary Person:		*Mobile Phone:
*Telephone No.:	*Fax No.	*E-mail:

Mode of Payment

I enclose <input type="checkbox"/> Crossed Cheque <input type="checkbox"/> Bank Draft <input type="checkbox"/> Money Order <input type="checkbox"/> LO/PO	Number	Bank	No. of Participants:		
			Group Discount:		
			Total Sum:	RM	
	Payment must be made payable to 'USAINS Holding Sdn. Bhd.'				

1. Bank Transfer [Please fax your Bank-in Slip (Print your name & details on the slip)].

Payee Name: **USAINS Holding Sdn. Bhd.**
 Details: **RESEARCH METHODOLOGY & RESEARCH PUBLICATIONS**
 Name of Bank: **CIMB Bank Berhad (USM Branch), Universiti Sains Malaysia, 11800 USM Penang.**
 Account Number: **0709-0006708-05-7**

2. A Local Order (LO) or Purchase Order (PO) must be presented before the event.

The Organizer reserves the right to refrain a registered participant from taking part in the event if no proof of payment can be presented. This only applies to registered participants who have NOT paid the registration fee PRIOR to the event date.

3. Cancellation / Substitution

A full refund less administration fee of RM300.00 will be given for cancellation received **not later than 10 working days before** the course. No refund will be made after this period. However, substitute participants are welcomed at no extra charge provided written notice of at **least 5 working days** before the event is given to the Organizer.