

WORKSHOP ON RESEARCH DESIGN AND DATA ANALYSIS

(22 – 23 JULY 2017)

School of Management (SOM), AeU is organising a 2-day workshop on research design and data analysis for all DBA students who are currently at the research stage. The details of the programme are as follow:

Day 1 (22 July 2017)	Day 2 (23 July 2017)
Session 1: Research Process (9:30 am – 12:00 pm) <i>Speaker: Prof. Dr. Norman Mohd Saleh, UKM</i> <ul style="list-style-type: none"> Types of research Problem statement and research objectives Development of research model/conceptual framework Choice of research methodology 	Session 1: Data Analysis Techniques (9:30 am – 12:00 pm) <i>Speaker: Dr. Arfan Shahzad, UUM</i> <ul style="list-style-type: none"> Data analysis techniques – Introduction Data analysis techniques – Choice of techniques for your research proposal Data analysis procedure – Data screening, model measurement, construct analysis and model testing procedure Data analysis – Introduction to various statistical packages
Session 2: Research Design (2:00 pm – 4:30 pm) <i>Speaker: Assoc. Prof. Dr. Azman Ismail, UKM</i> <ul style="list-style-type: none"> Research philosophy Research design strategy Instrument/measurement Population and sampling Application & sample – Reserach Proposal: Preparation/Guidelines 	Session 2: Data Analysis – Application (2:00 pm – 5:00 pm) <i>Speaker: Dr. Arfan Shahzad, UUM</i> <ul style="list-style-type: none"> Selection of an appropriate statistical package (SPSS, AMOS, PLS) Demonstration of SPSS application Structure Equation Modeling (SEM) – Introduction and applications

Target participants:

- ✓ Asia e University DBA research students, preference for those registered under Research Dissertation (BDT799).
- ✓ Students from other Universities/Institutions – limited seats are available subject to a payment of RM150/person.

For registration, please contact Ms. Syadwan Hanani Ahmad at syadwan.hanani@aeu.edu.my by filling the attached registration form. **Last date to register is 15 July 2017.** For inquiries, please call 010 718 2346.

DBA Research Committee:

1. Assoc. Prof. Dr. Wan Sabri Wan Hussin, Dean School of Management (AeU)
2. Prof. Dr. Juhary Ali, Dean School of Arts, Humanities & Social Sciences (AeU)
3. Prof. Dato' Dr. Sayed Mushtaq Hussain, School of Management (AeU)

Registration will start at 9:00 am at Asia e University, No 4. Jalan Sultan Sulaiman, 50000, KL. Lunch will be prepared at Level 1.

REGISTRATION FORM

Student Details	
Name	
Student ID	
Institution	
Telephone No	
Email	

Please submit the form to syadwan.hanani@aeu.edu.my or contact 010-718 2346 for registration