

School of Management and Marketing
Seminar Notice

The School of Management and Marketing would like to invite you to the Research Methodology Workshop:

PRESENTER : **Professor Afzal Rahim (mgt2000@aol.com)**
Centre for Advanced Studies in Management

DAY/DATE : Friday, 19 August 2005

TIME : 9.00a.m.-5.00p.m.

VENUE : 40.233 (Bellona Lab).

ABSTRACT

This Workshop is designed to help faculty and graduate students write papers for publication in scholarly journals in the United States and other countries.

Part 1. Formulation of hypotheses and creative ways to improve measures that are free from common method variance and social desirability responding.

Part 2. Data analysis with SPSS-PC (Exploratory factor analysis, Pearson correlations, Cronbach alpha, & Regression analysis)

Part 3. Data analysis with SPSS-PC (Hierarchical regression analysis, ANOVA, and ANCOVA)

PowerPoint presentations will be used to show step-by-step analysis of data and results. The participants will also be shown how to report results in a paper that may be submitted to a scholarly journal for review. Although Writers' Workshop is for the graduate students, new faculty, and consultants, this will also be useful for senior scholars.