

PROGRAMME OVERVIEW

Factor Analysis is a widely used multivariate technique. It is used in applied research in various areas like finance, marketing, HR, production and education. It is a data reduction technique that examines the underlying relations that exist among a set of variables. The broad purpose of factor analysis is to summarize data so that the relationships and patterns can be easily understood and interpreted. It allows researchers to investigate the concepts that are not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. This workshop is intended as an introduction to factor analysis. The participants who have the basic understanding of SPSS and some previous experience doing data analysis are eligible to attend this workshop.

OBJECTIVES

- To get oriented with the concept and application of Factor Analysis
- To develop research skill among faculty members

PROGRAMME BENEFITS

At the conclusion of this programme, the participants would be able to:

- Understand the concept of Factor Analysis
- Steps involved in Factor Analysis
- Applications of Factor Analysis in applied research

APPROACH AND METHODOLOGY

- Lectures, Discussions, Power Point Presentations, Exercises, Hand-on Practices

TARGET AUDIENCE

- Academic Staff members of CBFS.

PROGRAMME TOPICS

- Introduction – Background and Concept
- How to conduct Factor Analysis
- How to interpret the results

RESOURCE PERSONS

1. Dr. Omer Ali Ibrahim
2. Ms. Sonal Devesh

REGISTRATION

Please register confirming your participation through mail to Ms. Sonal Devesh, Researcher, Postgraduate Studies and Research Department through email sonal@cbfs.edu.om on or before February 2, 2017

CERTIFICATE OF PARTICIPATION

The College will issue a “*Certificate of Participation*” on conclusion of the workshop subject to 100 percent attendance.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Dr. Anand. S.	Ms. Sonal Devesh
Director	Researcher
Postgraduate Studies and Research Department College of Banking and Financial Studies Tel: 24502288, 24505843 Ext: 512, 330 Email: anand@cbfs.edu.om ; sonal@cbfs.edu.om	