



KLS-IMER

(Autonomous)

Recognised by AICTE, New Delhi & Accredited by NAAC with grade "A"
Permanently Affiliated to RCU, Belagavi.



FDP

One Week online FDP on **Marketing Analytics**

16th - 20th January 2024

3 : 30 pm - 5 pm (IST)

ORGANISED BY :

KLS IMER Research Centre

[Recognised by Rani Channamma University, Belagavi]



Media Partners



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YEARS OF EXCELLENCE

 **klsimer.edu**



About KLS IMER

Karnatak Law Society's Institute of Management Education and Research established in 1991, has been a pioneer autonomous institution in Management education, research and consultancy in North Karnataka. Promoted by great visionaries, it has a team of highly qualified and research oriented faculty lead by a dynamic director and supported by a beautiful campus with state-of-the-art infrastructure. KLS IMER is recognized as a Research Centre under Rani Channamma University, Belagavi. Over the years the institute has been consistently rated as one of the top B-Schools in this part of the country.

About the FDP

In this dynamic era, understanding and leveraging data are imperative for effective teaching and impactful research. This one week FDP aims to empower faculty members and research scholars with practical skills in marketing analytics, equipping them to integrate real-world insights into their teaching methodologies.

Key Features

- Hands-on workshop to empower faculty in marketing analytics for data-driven teaching & research excellence
- Introduces practical analytical tools for immediate classroom application.

Why Attend

This FDP is a unique opportunity for faculty members seeking to enhance their proficiency in marketing analytics, ultimately contributing to the advancement of their teaching methodologies and research endeavors.

Participants Profile

This FDP will be of interest to Marketing Faculty, Research Scholars, Professionals transitioning to Education and Students of Marketing Specialisation

FDP Schedule

DAY 1	3.30 to 5 pm	Developing Marketing Strategies through Data Visualization using Tableau
DAY 2	3.30 to 5 pm	Compare Sales Performances : Cases using SPSS
DAY 3	3.30 to 5 pm	Segmentation Analysis
DAY 4	3.30 to 5 pm	Market Basket Analysis and Sentiment Analysis
DAY 5	10.30 to 12 pm	Measuring customer satisfaction, loyalty, trust – Regression Analysis, Structural Equation Modelling

RESOURCE PERSONS



Dr. Dhaval Maheta

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Professor
Veer Narmad South
Gujarat University

Dr. Dhaval Maheta is a distinguished academician holding a doctoral degree in Management. He currently serves as a Professor in the Department of Business and Industrial Management at Veer Narmad South Gujarat University in Surat. With an impressive career spanning over twenty-two years, Dr. Maheta possesses a wealth of experience in both post-graduate teaching and the corporate world, having worked with renowned multinational financial institutions such as ICICI Bank and HDFC Ltd.

Dr. Dhaval Maheta's expertise lies in various domains, including Quantitative Methods, Financial Management, Production Management, Research Methodology, and Financial Derivatives. His academic journey is marked by the presentation and publication of 40 research papers in esteemed National and International Conferences. Additionally, he has authored several books on specialized topics, such as "Minitab" software, "Statistical Analysis using R Software," "Machine Learning Using R-Rattle," and "Data Analysis using R."



Dr. Hitesh Parmar

▼
Assistant
Professor
Sardar Patel
University Gujarat

Dr. Hitesh Parmar's academic and research experience spans over 15 years, making him an expert in his field. His educational background is impressive, holding a B.E. in mechanical engineering, an MBA in operations and marketing management, a Ph.D. in management, and a postgraduate diploma in research methodology.

Dr. Parmar's dedication to faculty development is evidenced by his impressive track record of conducting over 200 workshops and programs in data analysis. He is proficient in using various software programs such as M.S. Excel, SPSS, Minitab, R, E-Views, NVIVO, JAMOVI, SPSS-AMOS, and Smart PLS, which allow him to conduct cutting-edge research and share his knowledge with others. Through his workshops and programs, Dr. Parmar has trained more than 15,000 participants, helping them to acquire the skills and knowledge needed to excel in their fields.

Dr. Parmar has published more than 35 research papers in national and international journals of repute. Dr. Parmar has also co-authored four books, including "Business Statistics," "Production and Operations Management," and "Research Methodology," which have been published by Himalaya Publications.

CHIEF PATRONS

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FDP COORDINATOR

STUDENT COORDINATORS

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REGISTRATION DETAILS

Rs. 500/- (inclusive of GST) Registration Link

<https://forms.gle/sNPqnJDCu35WBvC7A>

*e-certificates will be provided to all the registered participants

Joining link shall be provided after registration

Bank Details

Beneficiary Name : Director KLS IMER, Belagavi

Account Number : 520101210326847

Bank : Union Bank of India

IFSC : UBIN 0920037

Branch : KLS Gogte College of Commerce,
Tilakwadi, Belagavi 590006



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