



ICSSR – SRC SPONSORED

**SIX DAY WORKSHOP ON
MULTIVARIATE DATA ANALYSIS
IN SOCIAL SCIENCE RESEARCH**

October 26-31, 2026 (10 AM – 5 PM)

Organized by

Department of Business Management,

Yogi Vemana University, Kadapa

**Venue: Department of Business Management, Yogi
Vemana University, Vemanapuram, Kadapa, AP - 516005**

Director

Prof. Y. Subbarayudu

Dean

School of Commerce, Law and Business Management

Yogi Vemana University, Kadapa

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ABOUT THE WORKSHOP

The demand for high-quality, data-driven research has increased significantly in the present academic landscape. Postgraduate and doctoral students are expected to undertake rigorous research contributing to knowledge and policy formulation. Researchers may possess theoretical knowledge but lack practical skills in applying statistical techniques. This limitation becomes more evident when researchers deal with complex and multidimensional datasets. This workshop on multivariate data analysis offers a unique opportunity for social science Research Scholars to strengthen their analytical skills and deepen their understanding of advanced multivariate techniques with hands on experience. During the six-day period, the workshop covers Introduction to Multivariate Data Analysis, Multiple Regression and Data analysis with suitable statistical techniques, Logistic Regression analysis, Conjoint Analysis, Covariance-based Structural Equation Modeling, Factor analysis, Partial Least Squares Structural Equation Modeling (PLS-SEM), Multidimensional Scaling (MDS) & Cluster Analysis, Mediation Analysis, and Moderation Analysis. Practical exposure to these tools will enhance participants' analytical, statistical, and data interpretation skills. The programme will develop higher-order research competencies and strengthen the quality and robustness of empirical studies and equip participants for quality academic publication and data-driven professional decision-making.

RESOURCE PERSONS

- Prof. Bellamkonda Rajasekhar, Hon'ble Vice chancellor, Yogi Vemana University
- Prof. Irala Lokananda Reddy, University of Hyderabad
- Prof. Ch. Vinay, IMT Nagpur
- Dr. C. Ganesh Kumar, University of Hyderabad
- Prof. D. Sreenivas Kumar, University of Hyderabad
- Dr. P. Murugan, University of Hyderabad
- Dr. Pramod Kumar Mishra, University of Hyderabad
- Prof. G. Manoj Kumar, University of Hyderabad
- Prof. R. Kasilingam, University of Pondicherry
- Prof. Jayanth Jacob, Anna University, Tamilnadu

IMPORTANT DATES

- Last Date for Registration: **20th October, 2026**
- Applications received after the due date shall not be considered.
- Confirmation will be given to the participants within 2 days after successful submission of online registration form.

OTHER DETAILS

- No registration fee for the first 40 candidates.
- Accommodation facility will be provided to OUT STATION participants at FREE OF COST.
- Breakfast, Lunch, and Dinner will be served to all the participants.

MANDATORY CONDITIONS

- There will be Hands-on-practice for each session, hence all the participants are requested to bring personal laptop.
- It is mandatory for all the participants to attend all the sessions with 100% attendance.
- The participants will be provided certificates on successful completion of the course.

ABOUT YOGI VEMANA UNIVERSITY, KADAPA

Yogi Vemana University, Kadapa, established in 2006 by an Act of the Andhra Pradesh State Legislature, is one of the premier institutions in Andhra Pradesh. Named after the great Telugu poet, philosopher, thinker and social reformer Yogi Vemana, the University was earlier Sri Venkateswara University Post Graduate Centre established in 1977 and was upgraded as a full-fledged University on 9th March 2006. Located at Vemanapuram, about 15 km from Kadapa city on the Kadapa-Pulivendula road, it is set in a serene and sprawling campus of over 450 acres. The University comprises 27 departments and research centers under various schools, serving over 2000 students including research scholars. It offers a wide range of programs across faculties such as Arts, Science, Commerce, MBA, MBA (HR), MBA (Business Analytics), Computer Applications, Education and Engineering. With a focus on value-based education, quality research and service to the backward Rayalaseema region, it aims to uphold high academic standards while fostering social and intellectual development. The University is recognized under UGC 2(f) and 12(B), accredited with NAAC and is equipped with modern research facilities, advanced ICT infrastructure, super computer facility, Agri-Science Park and a well-stocked library, supporting both education and scholarly pursuits.

ABOUT DEPARTMENT OF BUSINESS MANAGEMENT

The Department of Business Management at Yogi Vemana University was established to cater to the growing need for professional management education in the Rayalaseema region. Functioning under the School of Commerce and Management Studies, the Department offers MBA, MBA (HRM), Ph.D. and research programs with specializations in Marketing, Finance, Human Resource Management and Systems. Department has introduced MBA (Business Analytics) from the academic year 2026-27. The Department is known for its industry - oriented curriculum, offering both theoretical foundations and practical exposure through case studies, internships, field visits and management research projects. This hands-on training includes business analytics, entrepreneurship development, leadership skills and strategic decision making, ensuring a comprehensive understanding of contemporary business challenges in national and global contexts. With experienced faculty, strong industry-academia linkage and placement support, the Department has earned a reputation for excellence, contributing significantly to management research, skill development and entrepreneurship education in Andhra Pradesh.

ABOUT KADAPA CITY

Kadapa (YSR Kadapa), located in the Rayalaseema region of southern Andhra Pradesh, is a city rich in culture, history, education and spirituality. It is renowned for its educational institutions like Yogi Vemana University, YSR Engineering College and Rajiv Gandhi Institute of Medical Sciences, and is emerging as a prominent center of learning. The city's name is derived from "Gadapa" meaning threshold or gateway, as it is the gateway to the sacred Tirumala hills. Kadapa is famous for its historical heritage, spiritual significance and natural surroundings. It is home to the revered Ameen Peer Dargah, Devuni Kadapa Sri Lakshmi Venkateswara Temple and is close to architectural marvels like Gandikota Fort - the Grand Canyon of India, Belum Caves and Vontimitta Kodandarama Temple.

The city's strategic location makes it well-connected. It lies on the Chennai-Mumbai highway and is well connected to major cities like Tirupati, Bengaluru, Hyderabad and Chennai. Kadapa is accessible by road, with a well-developed road network and APSRTC bus services linking it to neighbouring cities and regions. The city has its own railway station offering rail access to other parts of Andhra Pradesh and India. Additionally, Kadapa Airport, located about 12 km from the city, provides air travel options to and from major cities like Hyderabad, Bengaluru and Chennai.

Kadapa's semi-arid climate, combined with its educational, cultural and historical significance, makes it an attractive destination for students, researchers and tourists. The city's blend of modern infrastructure, spiritual heritage and warm hospitality offers a unique and conducive environment for personal and academic growth.

HOW TO APPLY

Interested candidates can apply by filling out and submitting an online registration form.

Click on the following link to register or scan the QR code:

<https://forms.gle/YK3v4BdoqoWKUR1h6>



HOW TO BE IN TOUCH

For Updates, Click on the following link or scan the QR code to join our WhatsApp group:

<https://chat.whatsapp.com/DjIt60ajZsX71hDygYFcas?s=qt&p=a&mlu=0&iam=2>



CHIEF PATRON



Prof. Bellamkonda Rajasekhara
Hon'ble Vice Chancellor
Yogi Vemana University, Kadapa

PATRONS



Prof. A.G. Damu
Rector



Prof. T. Sreenivas
Principal
Yogi Vemana University, Kadapa



Prof. N.C. Gangi Reddy
Registrar

WORKSHOP DIRECTOR

Prof. Y. Subbarayudu
Dean
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Ph: 9440883050
Email: mvdavvu@gmail.com

CO-ORDINATORS

Prof. P. Saritha, Head of the Department
Prof. B. Gangaiah, Chairman, Board of Studies
Prof. P.V. Vara Prabhakar
Prof. S. Subbareddy
Prof. S.V. Subbareddy
Prof. A. Amruth Prasad Reddy
All Assistant Professors (Contract), Guest Faculty Members & Research Scholars
Department of Business Management, Yogi Vemana University, Kadapa

For any assistance, contact – Venkatesh Bathala (Research Scholar): +91 7989245961



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Indian Council of Social Science Research –
Southern Regional Center, Hyderabad**

**Organized by:
Department of Business Management, Yogi Vemana University,
Kadapa, Andhra Pradesh - 516005**

REGISTRATION FORM

Name of the Participant: _____

Gender: _____

Phone No.: _____ E-Mail: _____

Department: _____

University/College: _____

Would you require accommodation during the program? Yes / No

Place: _____

Date: _____

(Signature of the Applicant)

(Signature & Seal of Supervisor/HOD/Principal)

NOTE:

- Attendance is compulsory for all 6 days and no leave will be allowed during this course.
- Bring personal laptop for hands-on-experience.

**CERTIFICATE OF RECOMMENDATION BY THE
PRINCIPAL / HEAD OF THE DEPARTMENT**

I _____ certify that Mr./Ms.
_____ enrolled in Ph.D / Working in the Department of
_____ in _____

University/College. He / She is allowed to attend the ICSSR – SCR Sponsored Six Day Workshop on Multivariate Data Analysis in Social Science Research from October 26th to 31st, 2026 (10 AM to 5 PM) Organized by Department of Business Management, Yogi Vemana University, Kadapa, Andhra Pradesh – 561005. He / She will be relieved on time to participate in the above course period, if selected.

Place: _____

Date: _____

(Signature with Seal of HOD/Principal)