



SHRI GURU SCHOOL OF MANAGEMENT RESEARCH & ANALYTICS

EXPERIMENTAL RESEARCH IN THE SOCIAL SCIENCES: USING SPSS DESIGN EXECUTION, & ANALYSIS

5 days online FDP program for Management

Date: 12th, 14th, 17th, 18th & 19th November 2025

Time: 7:30 – 9:45 PM

Registration Fee: Rs.3000/-

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SREEJESH S

Associate Professor
Marketing Management

Payment Scanner



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Publications

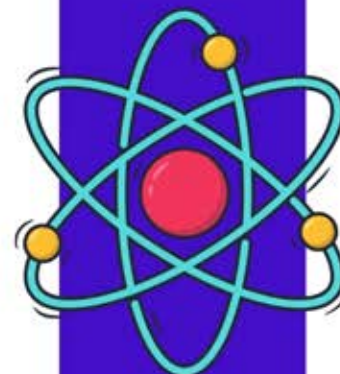
Publication History (As per ABDC ranking, 2019)

ABDC Ranking	Number (Year: 2021)	Number (Year: 2021)	Number (Year: 2020)	Number (Before 2020)	Total
A*	1	2	1	2	6
A	3	7	7	16	33
B	1	1	-	9	11
C & others	-	-	-	20	20

2022

1. Sarkar, J. G., Sarkar, A., & **Sreejesh, S.** (2022). Prosumption through advergames: leveraging on advergame format and reward elements to create a sacred brand. *European Journal of Marketing*, (ahead-of-print). [IF = 4.647, JCR: Clarivate Analytics, 2020; **ABDC-A***]
2. Ghosh, T., **Sreejesh, S.**, & Dwivedi, Y. K. (2022). Brand logos versus brand names: A comparison of the memory effects of textual and pictorial brand elements placed in computer games. *Journal of Business Research*, 147, 222-235. [IF = 7.550, JCR: Clarivate Analytics, 2020; **ABDC-A**]
3. Sarkar, J. G., Sarkar, A., & **Sreejesh, S.** (2022). Developing responsible consumption behaviours through social media platforms: sustainable brand practices as message cues. *Information Technology & People*. <https://doi.org/10.1108/ITP-01-2021-0044> [IF = 3.879, JCR: Clarivate Analytics, 2020; **ABDC-A**]
4. Sahoo, D., Harichandan, S., Kar, S. K., & **Sreejesh, S.** (2022). An empirical study on consumer motives and attitude towards adoption of electric vehicles in India: Policy implications for stakeholders. *Energy Policy*, 165, 112941 [IF = 6.142, JCR: Clarivate Analytics, 2020; **ABDC-A**]
5. Vijay K, and **Sreejesh S** (2022). Behavioural Conflict on Employee Wellbeing: Role of Negative Affect State and Workplace Fun, *Benchmarking: An International Journal* (Accepted for Publication) [Scopus indexed; **ABDC-B**]

¹ Journal publications from 2019 (April) onwards published under the affiliation of Indian Institute of Management Kozhikode, Kerala, India.



DATE	TOPIC
12 November 2025	• Introduction to Experimental Research in Social Sciences • Types of Experiments
13 November 2025	• Study Day
14 November 2025	• Designing Experiments • Between-Subjects, Within-Subjects, and Mixed-Designs
15 & 16 November 2025	• Study Day & Assignment
17 November 2025	• Developing Complex Experimental Designs
18 November 2025	• Analyzing Experimental Data: ANOVA and ANCOVA
19 November 2025	• Mediation and Moderation Analyses • Best Practices in Reporting Experimental Research





Topics Covered

12 November 2025

1. Introduction to Experimental Research in Social Sciences

- Role of experiments in causal inference
- Internal vs. external validity

2. Types of Experiments

- Laboratory, field, quasi-experiments, and online experiments
- Strengths and limitations of each

14 November 2025

1. Designing Experiments

- Randomization, control groups, manipulation checks
- Confounds and validity threats

2. Between-Subjects, Within-Subjects, and Mixed-Designs

- Design structures, advantages, disadvantages, and use cases

17 November 2025

1. Developing Complex Experimental Designs

- Factorial designs (2×2 , 2×3 , 3×3 , etc.)
- Moderators and covariates in experimental design

18 November 2025

1. Analyzing Experimental Data: ANOVA and ANCOVA

- Main effects, interactions, simple effects
- Using covariates to refine analysis

19 November 2025

1. Mediation and Moderation Analyses

- PROCESS models (Model 4, 7, 8, 14, etc.)
- Testing indirect effects and conditional processes

2. Best Practices in Reporting Experimental Research

- APA-style results reporting
- Pre-registration and open science practices



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