



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: 3rd, 4th, 5th, 6th, & 7th December 2025

Time: 7:30 - 9:45 PM

Registration Fee: Rs.3000/-

Scan here to Register Now

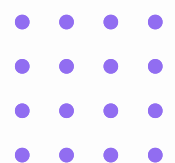


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DATE	TOPIC
3 rd December 2025	<ul style="list-style-type: none">• Introduction to Experimental research in Social Sciences• Types of Experiments
4 th December 2025	<ul style="list-style-type: none">• Designing Experiments• Between-Subjects, Within-Subjects, and Mixed Designs
5 th December 2025	<ul style="list-style-type: none">• Developing Complex Experimental Designs
6 th December 2025	<ul style="list-style-type: none">• Analyzing Experimental Data: ANOVA and ANCOVA
7 th December 2025	<ul style="list-style-type: none">• Meditation and Moderation Analyses• Best Practices in Reporting Experimental Research





Topics Covered



3rd December 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

4th December 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

5th December 2025

1. Developing Complex Experimental Designs

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

6th December 2025

1. Analyzing Experimental Data: ANOVA and ANCOVA

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

7th December 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



TATHAGATA GHOSH

Professor & Chairperson – PhD Program
@ Tapmi , Manipal

Introduction

Professor Tathagata Ghosh

Professor Tathagata Ghosh is a Professor of Marketing at the T. A. Pai Management Institute (TAPMI), Manipal, with over 17 years of academic and research experience, including the past eight years at TAPMI. His research interests span consumer behavior, experimental design, service marketing, and marketing analytics.

He has published extensively in internationally reputed journals, including the Journal of Travel Research, Journal of Interactive Marketing, Journal of Business Research, Psychology & Marketing, Journal of Marketing Management, Journal of Consumer Behaviour, Journal of Hospitality Marketing & Management, Australasian Marketing Journal, and the International Marketing Review, among others.

His body of work covers diverse themes such as consumer psychology, digital persuasion, healthcare experience, gamified advertising, and financial decision-making. His research is widely cited and known for its blend of theoretical insight, methodological rigor, and managerial relevance.

Professor Ghosh regularly publishes in ABDC-A and Scopus-indexed journals and continues to aim for A★ and FT50 journals, reflecting his sustained commitment to academic excellence and high-impact scholarship.

At TAPMI, he also serves as the Chairperson of the PhD Program, guiding several doctoral scholars and helping to strengthen the institute's research culture and global visibility.

