

**IBS**  
HYDERABAD

A constituent of ICFAI foundation for Higher Education  
(Deemed University U/S 3 of the UGC Act, 1956)

Workshop on

# Human Resource Analytics

For HR Managers/Executives/  
Faculty/Research Scholars

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February 12-13, 2016 (Friday & Saturday)

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CENTER FOR MANAGEMENT DEVELOPMENT (CMD)  
IBS HYDERABAD  
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We are at present living in an age of innovation and rapid change. Thanks to the visionary innovations of some of the most vivid minds of yesteryears, today's world has seen an unforeseen rise in material and economic prosperity. The traditional function of Human Resource Management has also gone through a wave of metamorphosis in terms of its function and application. Today, HR is previewed as an essential cog in a firm's strategic wheel. Nowadays, HR Managers are providing vital insights on how to align the manpower planning and sourcing to a firm's grand objectives. Not stopping just there, HR analysts are delivering futuristic predictions of effects of HR variables on firm performance and other operational outcomes using statistical tools and techniques. Firms can now directly link their cost of employee hiring with corresponding output measures on employee productivity.

Technology plays a big role in this transformation of the HR function. Today there is huge application of cloud based applications, mobile apps and dedicated HRIS systems to store and provide employee related data in amazingly rapid time. User-friendly software

packages, ranging from the more commonly known ones such as MS Excel to the more advanced ones such IBM SPSS Modeler are extensively being used by HR practitioners to facilitate HR data analysis.

HR leaders can drive business performance by defining, designing, developing, and delivering initiatives that lead to competitive advantage through the effective use of people. To succeed, however, they need a solid understanding of the organization's business drivers and strategic initiatives. This understanding is the foundation of effective HR leadership. This workshop focuses on new approaches in "people analytics" for HR professionals, including designing and using HR metrics model. The participant will be able to explore differences between tactical and strategic business methods, looking at best practices to mature a measurement system. This workshop will help you to examine frameworks for categorizing and evaluating metrics, and learn to build an analytical model appropriate to your organizational goals and priorities. With these skills, you can use analytics both to measure HR's impact, for strategic decisions and to communicate that impact to other leaders in the organization.

## IBS, Hyderabad

Icfai Business School (IBS), Hyderabad is a constituent of IFHE (The Icfai Foundation for Higher Education), a Deemed-to-be-University, declared by the UGC, under Section 3 of the UGC Act, 1956. It has been ranked among the top business schools in India, consistently for the past few years. Silicon India ranked IBS, Hyderabad as Second in their All India Ranking of non-IIM Business schools-2014.

The School has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A\*\* by CRISIL, EB2 IN by ICRA and as an "Excellent" Business School by Eduniversal. The World Consulting & Research Corporation (WCRC)-Asian Edition has ranked IBS Hyderabad, IFHE, among the Asia's Best Private Educational Institutions for the year 2012-13. The selection was by KPMG.

The school has an excellent Case Research Center which has a repository of 4000+ cases covering all areas of management. Some of the IIMs and leading business schools in India and abroad use the cases developed by the Institute.

Apart from contributing to regular courses leading to award of degrees, our faculty members also offer MDPs to executives and undertake research and

consultancy projects. The institute holds International Conferences in all areas of management. The institute offers Ph.D degree program which is rigorous and known for its high quality inputs. IBS Hyderabad has state of art infrastructure at its campus spread across 94 acres located near Dontapalli, Shankarpalli Road, Hyderabad. The School offers BBA, MBA and Ph.D programs.

## Center for Management Development

The Center for Management Development, at IBS, Hyderabad, is delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs and Consultancy in core management areas.

The MDPs/FDPs are offered as open or in-company/institute-specific programs. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made to suit the requirements of specific organizations. Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.

## Target Audience

- HR Executives
- HR Managers
- Academicians/ Research Scholars

## Learning Objectives

- Understand organizational research process and its application through HR analytics.
- Appreciate the techniques used to link HR metrics to strategy and organizational performance.
- Understand the rationale and tools for using a data driven approach to the design, implementation and evaluation of management practices.
- Demonstrate applied skills in developing hypotheses and research designs appropriate for hypothesis testing.
- Demonstrate applied skills in using statistical techniques including correlation, t-test, ANOVA, Chi-square test and multiple regression analysis.
- Demonstrate applied skills in data presentation and technical report writing.

## Learning Outcomes

The participant will gain knowledge and inputs on:

- Detail a process by which HR metrics could be causally linked to organizational performance.
- Select an appropriate statistical test for a given hypothesis and set of data.
- Correctly interpret the results of hypothesis tests using correlation, t-test, ANOVA, Chi-square, and multiple regression.
- Summarize the findings of an organizational research project in presentation form.

## Program Content

- Introduction to HR Analytics
- HR Metrics
- HR Dashboard
- Introduction to Predictive Analytics
- Non-parametric and parametric estimates of HR Metrics using EXCEL and SPSS
- Practical Session
- Introduction to Prescriptive Analytics: Linear Optimization and Decision Analysis
- Practical Session

## Program Directors

Dr. Ritu Gupta is Assistant Professor in the Department of Human Resource and Soft Skill at IFHE University, Hyderabad, India. She completed her Ph. D. in 2014 with time perspective as main construct. She has published research papers in journals of international repute such as the International Journal of Human Resource Management (Routledge) and has presented papers in international conferences. She was a visiting scholar at Oklahoma State University from September 2011 to June 2012.

Her research interests include time perspective, change management, retirement, employee engagement and qualitative research methodology. She serves as an ad-hoc reviewer for Qualitative Market Research (Emerald), International Journal of Human Resource Management (Routledge) and Work, Aging and Retirement (Oxford University Press). She teaches courses on Organizational Behavior, Human Resource Management and Human Resource Analytics.

Dr. Pratyush Banerjee is an Assistant Professor in the Department of Human Resource and Soft Skill at IFHE University, Hyderabad, India. He has completed his PhD in the field of Organizational Behavior and Human Resource Management from ICFAI University Dehradun in 2014. He has published research papers in journals of international repute such as the International Journal of Human Resource Management (Routledge) and has presented papers in national and international conferences. His research interests include qualitative research methodology, cognitive psychology and interdisciplinary research in consumer behavior, and human computer interaction. He serves as an ad-hoc reviewer for International Journal of Human Resource Management (Routledge), Social Indicators Research (Springer), Journal of Leadership and Organizational Studies (Sage), Journal of Workplace Behavioral Health (Routledge) and Qualitative Research in Organizations and Management (Emerald). He teaches courses on Organizational Behavior, Business Research Methods, Human Resource Planning and Human Resource Analytics.

## Important Dates

- Workshop Dates 12-13th February, 2016 (Thursday and Friday)
- Last Date for registration 31st January, 2016.

## Venue

IBS Hyderabad, Dontanpally Village, Shankarpally Road, Hyderabad, Telangana-501203.

## Duration

The program holds the participants for duration of 6-7 hours each day, spread over two days.

## Certificate for Participants

The Center for Management Development, IBS Hyderabad, IFHE Hyderabad (Deemed University) would award the participants with a Certificate of participation on the completion of the program.

## Program Fee

- Single Participant Rs.10,000/- (Inclusive of Tax)
- Two or more participants from the same Organization would be given 10% discount.

The program fee is inclusive of study material, lunch, and tea during the workshop. Also, accommodation is free for those who choose to stay on campus.

## Payment Mode

Preferred mode of payment is Netbanking. (For any other mode of payment – such as DD, please kindly mail to: [gritu@ibsindia.org](mailto:gritu@ibsindia.org))

Details for Fund Transfer through NET / ONLINE banking:

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Note:

1. While making online transaction, kindly mention "<your name>HRAFEE" (e.g. RichaHRAFEE)
2. A duly filled registration form along with the fee must reach us by 31st January, 2016. A scanned copy of the registration and demand draft/online payment receipt should also be sent to [gritu@ibsindia.org](mailto:gritu@ibsindia.org).

## Instructor Resource

Dr. Abhilash Ponnampaluri (MBA, PhD) is Associate Professor in Marketing and Strategy Department at IBS Hyderabad. His major research interest is in the areas of motives and benefits elicitation, market segmentation and developing mixed method research designs. His previous publications include: International Journal of Hospitality Management, Journal of Product and Brand Management, Journal of Customer Behavior, Journal of Targeting Measurement and Analysis for Marketing and Managing Leisure. He serves as ad-hoc reviewer for Qualitative Market Research, Journal of Brand Management and International Journal of Hospitality Management. He teaches courses on Marketing Research and Marketing Analytics.

Dr. Jigyasu Gaur holds a Master's degree in Mathematics from JNV University, Jodhpur, and earned his PhD in Operations Management from IFHE University. Prior to joining IBS Hyderabad, he worked

as a senior lecturer at Modi Institute of Technology, Kota for seven years. He was a visiting scholar in the Department of Marketing and Supply Chain Department, Fogelman College of Business & Economics, University of Memphis (USA) during September 2011 to June 2012. He has been awarded the Emerging Economies Doctoral Student Award (EEDSA) 2012 by Production and Operations Management Society (POMS) at 23rd Annual POM Conference in Chicago, Illinois. His teaching, research and training interests include Quantitative Methods, Operations Management, Supply Chain Management, and Consumer Psychology. His work has been published in several national and international journals of repute and he has been a part of multiple MDPs conducted at IBS Hyderabad. Presently he is taking courses on Quantitative Methods and Operations Research.

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