New Zealand Institute for Business Research and the Enterprise Innovation Unit are pleased to invite you to attend a 2-day Training Workshop facilitated by Professor Martin Wetzels.

For academic researchers in business, management, and economics it is crucial nowadays to be familiar with a large number of data analysis techniques and methodological approaches. Not only has the availability of data increased dramatically, but also the need for novel analysis approaches. R is an integral and open source analysis platform and has evolved into the global *lingua franca* of the data analytics community. Currently, R features 14,846 packages covering a plethora of applications for almost any conceivable scientific discipline. R is increasingly gaining popularity in the academic community due to its flexibility, universal applicability and open source nature. In the R workshop we will show how R can be integrated into SPSS and provide a step-by-step introduction using R as an analysis platform. R will be employed side-by-side with SPSS (basic analysis, ANOVA, regression analysis, scaling and exploratory factor analysis), LISREL (confirmatory factor analysis and structural equation modeling).

The chief objectives of this workshop are as follows:

- Introduce participants to key data analysis techniques and methodological approaches that are an essential part of a PhD training, and indeed for many management and research-oriented jobs in industry; and
- Participants will apply these key data analysis techniques and methodological approaches using real-life problems using structured data assignments as teamwork.

**WORKSHOP REQUIREMENTS**

In order to fully benefit from the R-Workshop participants are encouraged to attend BOTH days. If this is not possible please confirm in your RSVP. Seating is limited and preference will be given to those who are able to attend both days.

Participants should bring their laptop and install R and Rstudio, which are both open source software and can be freely downloaded and installed, before the session. The latest version is R 3.6.1 (“Acton of the Toes”).

**Windows** users: [http://cran.r-project.org/bin/windows/base/](http://cran.r-project.org/bin/windows/base/)

**MAC** users: [http://cran.r-project.org/bin/macosx/](http://cran.r-project.org/bin/macosx/)

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**DATE:**

16 and 17 October 2019

**TIME:**

10am—4.30pm

**VENUE:**

University of Waikato, Faculty of Education, TC 3.01

**RSVP:**

amanda.wilson@waikato.ac.nz by Thursday, 10 October 2019

*Please indicate any dietary requirements when you RSVP*

To add this Workshop to your Gmail calendar [click here](#).

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**Professor Martin Wetzels** is Adjunct Professor of Marketing at the Waikato Management School and Professor in Marketing & Supply Chain Research at the Maastricht University School of Business and Economics. His current research interests focus on digital marketing, social media and new technologies in marketing.

He currently serves as research theme leader for the research theme Data-Driven Decision-Making (D3M) and Director MSc Programmes of the School of Business and Economics at Maastricht University. He has contributed more than 130 papers to conference proceedings and presentations. His work has received more than 18500 citations on Google Scholar resulting in an h-index of 53 and a g-index of 137 putting him in the top tier of marketing scholars worldwide.

**Personal Website:**

[www.maastrichtuniversity.nl/m.wetzels/research](http://www.maastrichtuniversity.nl/m.wetzels/research)

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For a full overview of the Workshop visit [www.waikato.ac.nz/nzibr](http://www.waikato.ac.nz/nzibr)