

# TEXT ANALYTICS USING R-STUDIO AND GEPHI

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DECEMBER 1 - 2, 2017

**PROGRAMME DIRECTOR: Dr. M PACHAYAPPAN**

Venue: Xavier Institute of Management & Entrepreneurship  
Plot No CP 2 A, SIPCOT Industrial Park, Vandalur- Wallajabad  
Highway, Near Royal Enfield Factory, Oragadam,  
Mathur PO, Sriperumbudur Taluk, Kanchipuram District, 602105

## ABOUT XIME

XIME was founded in 1991 by a visionary group of leaders, illustrious academicians, professionals and public spirited men and women, led by Prof. J. Philip, former Director of IIM Bangalore and former Dean of XLRJ Jamshedpur. Built on the foundation of Industry-Academia partnership, XIME is embedded on the principles of integrity, hard work, value-based education and holistic development of students to ensure highest standards of professional excellence. The first campus of XIME was established in Bangalore over 25 years ago. The present campus of XIME Bangalore has 1.65 lakh sq. ft. built up area in Electronics City, Bangalore, the Silicon Valley of India. The second campus was established at Kochi in 2013 with a built up area of 1.1 lakh sq. ft. The third campus of XIME has come up in Chennai with a built up area of 90000 sq. ft. and is located at Oragadam, the automotive hub of Tamil Nadu, on the Vandalur-Walajabad Highway, adjacent to the Royal Enfield Factory.

### OBJECTIVE

The program has been designed to provide participants with the necessary background to do systematic literature network analysis by adapting graph theory metrics by using tools such as R and Gephi. The traditional way of reviewing, narrating the literature in a comprehensive manner and describe or summarize the findings from the research works, has often failed to express insights and hypothesis /relationships. With the massive growth in internet resources, availability of research works online for any research topic is plenty; this creates more difficulty in spotting a research gap for future research activities.

This program provides and imparts specific steps to the participant to overcome this problem and helps them to create quantitative parameters from the existing research works. The objective of this workshop is to provide an insight into the qualitative methods in research problem identification & development, and integrate it with quantitative research methods in order to enhance Methodological skills, to inculcate in them a conceptual understanding and rigor for management research among the researchers from corporate, members of faculty in business schools, doctoral scholars in management, and research oriented professionals.

### KEY TOPICS

Text analytics and its implication on structured and unstructured text data, Systematic literature network analysis (SLNA) with large amount of literature text data, how to collect and deal with unstructured data and to identify the influential information from huge network, pre-processing of structured and unstructured text data, word cloud analysis, word correlation analysis, word cluster and classification, topic modelling, pattern and trend identification, centrality measures, graph theory metrics and social network analytics.

### PEDAGOGY

Participative discussion, Cases and Practical assignments to meet the learning objective, Hands-on-experience on R Studio (Text Mining Packages) and Gephi (Network Visualization Software). Participants are encouraged to bring their problems to the course to learn through discussion and experience sharing.

# PROGRAMME SCHEDULE

Date: 1<sup>st</sup> and 2<sup>nd</sup> December 2017

Programme Commencement: 9:00 AM on December 1, 2017

Programme Conclusion: 4:00 PM on December 2, 2017

Last date for Registration: 19<sup>th</sup> November 2017

Only 30 participants will be considered on first come first serve basis.

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Kanchipuram District, 602105

## WHO MAY ATTEND

- Practitioners / Scientists / Research oriented professionals.
- Academicians
- Ph. D Scholars, Research Associate and Project Fellow.

## PROGRAMME FEES

Working Professionals (Academicians / Practitioners / Scientists / Research oriented professionals): Rs 3500 including GST 18%

Students (including Ph.D Scholar / Research Associate / Project Fellow) : Rs 2500/- including GST 18%

Programme fee will cover of course delivery, programme kit, course materials, etc

## RESOURCE PERSON

Dr. M. Pachayappan is an Assistant Professor of Production and Operations Management for Xavier Institute of Management and Entrepreneurship, Chennai. He has previously held position as Assistant Professor at the School of International Business, School of Management, Pondicherry University. He completed his PhD in the domain of Operations Management and his research area is focused on Industry 4.0, Internet of Manufacturing Things, Data Science, Big Data Technologies, Social Network Analytics and Web & Text mining. He is expert in the qualitative tool like Gephi, R (packages like tm, qdap, twiteeR, RHadoop, RHIPE) and NVivo. He has been a guest lecturer and resource person for several workshops held at universities and B-Schools in India. He has attended several international conferences and has published national and international journals of repute. He can be reached by email at [pachayappan@xime.org](mailto:pachayappan@xime.org) for any query regarding to this programme.

## DISCOUNT ON PROGRAMME FEES

Students can avail a discount of 20% for 3 participants and above from the same Institution

Working professionals can avail a discount of 10% for 2 participants and above from the same Organization.

## ACCOMMODATION (PROVIDED ON REQUEST)

For participants who need accommodation, guest house facilities are available for an additional amount at a nominal rate of INR 500 per participant per night (Non AC, Double occupancy) and INR 1000 per participant per night (Non AC, Single occupancy).

Accommodation is arranged for participants from the evening of 30<sup>th</sup> November 2017 (Based on prior information). The programme will be over by 4.00 PM on 2<sup>nd</sup> December 2017. Participant are required to make their travel plan accordingly.

## HOW TO APPLY

You can apply/nominate your personnel by clicking on the link given below

<https://goo.gl/forms/MyRIQ1Y86R7mmCwF3>

Kindly fill in this online form mentioning full details of the participant(s) and other specifics on or before 19<sup>th</sup> November 2017. Upon submission of the online form, you will receive an acknowledgement mentioning a tentative date by which you may expect to hear from us regarding your selection. The nomination(s) will be forwarded to the Programme Director(s) for his necessary consideration.

No nomination will be accepted after 19<sup>th</sup> November 2017. Once the candidature(s) is(are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the payment details. Payment must be processed within two days of acceptance.

Programme fee can be remitted online through Electronic Fund Transfer through NEFT/RTGS or Demand Draft. Upon remitting the fees online, kindly intimate the UTR No./relevant transaction details through email ([mdpchennai@xime.org](mailto:mdpchennai@xime.org)), so that we can connect your remittance to your nomination(s).



## PLEASE NOTE

- Participants would have to make their own travel arrangements.
- Only 30 participants will be considered on first come first serve basis.
- Accommodation will be considered based on the availability.
- Participants are requested to bring their own laptop.

ALL CORRESPONDENCE SHOULD BE  
ADDRESSED TO MDP COORDINATOR

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**XIME**  
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