

# Certificate Programme in Structural Equation Modeling using Amos



*20th - 22nd June, 2019*

*Organized by :*

**Asian School Of Business Management**

[www.asbm.ac.in](http://www.asbm.ac.in)

# About ASBM

Asian School of Business Management, located in the lap of nature on the outskirts of Bhubaneswar, the capital city of Odisha, is an Autonomous Business School. Established In 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former Professor of IIM Lucknow & Indore, ASBM has been benchmarked with the IIMs for providing quality management education. It offers the PGDM programme approved by AICTE, Ministry of HRD, Govt. of India. The quality parameters of the school have earned it international accreditation of ACBSP (USA).

Besides playing a pivotal role in providing value based management education with an industry driven curriculum, ASBM is also committed to research and development. By dint of continuous innovation in its approach for excellence, ASBM was adjudged the “Best B-School” by Odisha Technological Conclave, 2018 and has been rated 'A+++’ in the National Survey of Business India in. The Institute has also been rated the highest on governance parameter, along with IIM Ahmadabad, for three consecutive years by Indian Management best B-School Survey.

To realise its vision to set the best standards for management education and business leadership, ASBM has entered into coveted MoU with internationally reckoned centers of learning like Metropolitan State University, California State University, San Bernardino (CSUSB), Westcliff University, North Carolina Central University (NCCU), St. Cloud State University (all from USA), Universidad Argentina de la Empresa (UADE), Argentina and Management Development Institute of Singapore (MDIS), Singapore.





## INTRODUCTION

Structural equation modelling is one of the most useful and popular techniques for testing the measurement theory and the structural relations among variables. It is a combination of factor analysis and regression analysis specifying the observed variables and the unobserved/latent variables with their errors in measurement that are not observed in many multivariate analyses. It is a family of techniques that covers factor analysis, path analysis, regression models, and change analysis. SEM allows a researcher to test complex models with multiple pathways, model latent variables with multiple indicators, investigate mediation and moderation in a systematic way and adjust for measurement error in predictor variables. This workshop shall provide the participants a general introduction to SEM.

## OBJECTIVES OF THE WORKSHOP

- ▶ To provide the state-of-the-art knowledge in SEM.
- ▶ To familiarize the participants with the usage of application-softwares.
- ▶ To equip the teachers and researchers with the desired skills to handle complex research models using SEM

## WHO SHOULD ATTEND?

Scholars, pursuing their PhD/ M.Phil./ Masters programme in the area of Management / Economics or Social and Agricultural Science, Faculty members, and corporate executives interested in research and publication.

## TOPICS TO BE COVERED

- ▶ Exploratory Factor analysis, Principal Component Analysis;
- ▶ Content Analysis, Content validity, Designing of a Construct;
- ▶ Construct Validity, Convergent and Discriminant Validity, Outlier Testing;
- ▶ Common Bias Error;
- ▶ Confirmatory Factor Analysis;
- ▶ Mediation and Moderation Effects, Group Analysis;
- ▶ Structural Equation Modeling and Path Analysis;



## Pedagogy

The pedagogy would include lecturer, discussion, demonstration, and hands-on-experience in computers. Those who have laptops, please carry them to practice.

## Registration Fee :

- ▶ Day Scholars ( No accommodation)- Rs. 3,000/-
- ▶ Non AC Single Accommodation in student hostel - Rs. 4,000/-
- ▶ Accommodation in Guest House (AC-Twin sharing)- Rs. 5,000/-
- ▶ Limited accommodation available in guest house on 'first come first served' basis.

## PAYMENT METHOD

- ▶ Demand Draft drawn in favour of "Asian School of Business Management" payable at Bhubaneswar.
- ▶ Online payment through NEFT as detailed below.

**Beneficiary** : Asian School of Business Management

**Bank** : Union Bank of India

**Account No.** : 575001010050001

**Branch** : Patia Branch, Bhubaneswar

**IFSC** : UBIN0557501

## Guidelines for Participation

- 1) Maximum 25 participants on 'first come first served' basis.
- 2) The last date for registration 15 June, 2019.
- 3) No TA/DA will be paid for attending the FDP.
- 4) Fee once paid will not be refunded. However, substitute nomination of candidate from the same organization can be accepted.
- 5) Deliverables by ASBM- Kit, lunch, tea and snacks, course material, certificate and photograph.



## COORDINATORS

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