

on

ADVANCED DATA ANALYSIS using SPSS, AMOS & SMART - PLS

3-5 May, 2024

ABOUT THE PROGRAM

Advanced statistical tools like Structural Equation Modelling (SEM) are widely used in social sciences research (especially marketing, organizational behavior, human resource management, psychology, behavioral finance, and behavioral economics). SEM models are operationalised across most streams of behavioural science using software like AMOS and Smart-PLS. 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 faculty development program shall provide the participants a descriptive theoretical and practical knowledge of model building and testing via tools like SEM, moderation, and mediation.

PROGRAM OBJECTIVES

This three-day workshop on Advanced Analytical Tools is intended to provide hands-on training to develop and test complex multivariable models using various softwares like SPSS, AMOS & PLS.

PEDAGOGY

- The methodology would include discussion, demonstration and hands-on experience with popular and easy to use softwares.
- Participants are requested to carry their own laptops for hands-on learning.
- Hands on mentoring in *offline* mode at BIMTECH

*** Every attendee will get 60 days Smart-PLS license**

WHO SHOULD ATTEND?

Research Scholar, students, Faculty members & Corporates.

WHAT WE OFFER

1. Basics of Research Methodology
 2. Introduction to SPSS
 3. Measures and data handling
 4. Introduction to AMOS
 5. Confirmatory Factor Analysis
 6. Path Analysis
 7. Mediation-Analysis
 8. Moderation-Analysis: Interaction Effect
 9. Complex Modelling in Research
 10. Introduction to PLS-SEM
 11. Path Analysis
 12. Mediation-Analysis
 13. Moderation-Analysis: Interaction Effect
 14. Use of SEM in Different Domains of Management
- *Top 3 performers will be given certificate signed by Prof James Gaskin.*

About BIMTECH

About Birla Institute of Management Technology (BIMTECH) Birla Institute of Management Technology, Greater Noida (NCR) is an AACSB accredited institute supported by Birla group of companies. BIMTECH is accredited by the National Assessment and Accreditation Council (NAAC); and all the four Postgraduate programmes, namely, PGDM, PGDM (IB), PGDM (RM) and PGDM (IBM) are accredited by the National Board of Accreditation (NBA) and NAAC. BIMTECH is now eligible for all the benefits stipulated under Clause 4 ('Dimensions of Autonomy') for Category-1 Standalone Institutions under the AICTE regulations.

OUR INSTRUCTORS



Prof. JAMES GASKIN
(Brigham Young University)

Live Online Session

James Gaskin is a Full Professor of MIS at Brigham Young University, Utah. He received his PhD in MIS from Case Western Reserve University. He has articles published in MISQ, JAIS, ISJ, CHB, IEEE, PAID, and CAIS, among others. His research interests include organizational genetics, human computer interaction, innovation in project-based design work, and research and teaching methodologies. James advises scholars and practitioners worldwide through correspondence stemming from his SEM YouTube videos and StatWiki.



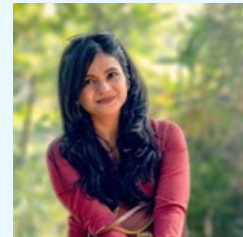
Dr Garima Malik
(Faculty-
BIMTECH)



Dr S M Fatah Uddin
(Faculty-
BIMTECH)



Dr Pradeep Kumar
(Faculty-
BIMTECH)



Dr Pratibha Singh
(Faculty-
BIMTECH)



Dr J. Ranjan Meher
(Faculty-
BIMTECH)

PROGRAM FEE STRUCTURE

Participant Category Registration Fees
(Inclusive of GST)

Research Scholars & Students	INR 2200+18%GST
Faculty members	INR 2500+18%GST
Corporates	INR 3000+18%GST

For further queries: email id- fdpmethods@bimtech.ac.in
phone no. +91 97602 52543

REGISTRATION CLOSES
April 30, 2024

- * Limited Seats available
- * Registration on **first-come-first-serve basis**.
- * BIMTECH reserves the right to deny registration once the seats are full.

REGISTRATION & PAYMENT LINK

<https://www.bimtech.ac.in/event-registration/>

MODE OF PAYMENT: ONLINE

Venue: Knowledge Park 2, NCR, Plot Number 5, BIMTECH Rd, Greater Noida, Uttar Pradesh 201306