Faculty Development Programme

on

Structural Equation Modelling for Research

Programme Director:
Prof. Manit Mishra

Date:
September 23 - 24, 2016
Background

“Research is to see what everybody else has seen, and to think what nobody else has thought,” says Albert Szent-Gyorgyi, the Nobel Prize winning discoverer of Vitamin C. The thought is all the more applicable in management and social sciences wherein research involves calibration and assessment of multiple constructs. In many such research problems, Structural Equation Modelling (SEM) has emerged as a preferred research method. SEM is a family of statistical models that can explain the relationships among multiple constructs and variables. The programme intends to enable the participants to understand the concepts behind SEM and thereafter, to execute it as part of a research project. The programme would be conducted in Workshop mode to ensure hands-on experience for all the participants. In order to facilitate a one-to-one interaction, the programme would admit only 20 participants on a first-come basis.

Objectives

The FDP is designed to provide knowledge about SEM to the participants so as to be able to use it for research. The objectives of the FDP are as follows:

- To expose participants to advanced multivariate techniques.
- To familiarize participants with the growing relevance of SEM as a research technique.
- To develop among participants the competency to apply SEM for their research.

Deliverables

- Clarity in concepts behind key multivariate techniques and software tools which would aid in advancing the horizons of research.
- Enhanced competency in harnessing the power of SEM to further research objectives.
- Ability to use software tools such as SPSS and AMOS.

Contents

- Multivariate data analysis: Exploratory Factor Analysis (EFA) and Multiple Regression Analysis.
- Advanced Multivariate data analysis: Confirmatory Factor Analysis (CFA); Measurement and Structural Models validation; Invariance testing.

Pedagogy

- The teaching methodology will be through hands-on applications on data and concept discussion.

Who can attend/for whom

- Faculty.
- Research Scholars.
- Students.
- Executives and consultants working in Marketing Research industry.
- NGOs, Central and State Government employees working in the social sectors.

Resource Person

Dr. Manit Mishra is Assistant Professor (Marketing & Quantitative Techniques) at IMI Bhubaneswar. His teaching expertise includes Marketing Research, Business Analytics, Consumer Behaviour, Retail Management, Research Methodology, Business Statistics and Mathematics. His areas of research interest are statistical modelling, marketing instrument validation and multivariate consumer behaviour analysis. He has published several research papers/articles in refereed peer-reviewed Journals such as Journal of Retailing & Consumer Services (Elsevier), Global Business Review (SAGE), Asian Case Research Journal, (World Scientific-NUS, Singapore), International Journal of Development & Social Research, Indian Journal of Marketing, IUP Journal of Marketing Management and IUP Journal of Management Research. He has also presented several research papers at International and National seminars in India and abroad. Further, he is actively involved in conducting training sessions for marketing practitioners as well as academicians in the area of structural equation modeling, multivariate data analysis and business analytics in various institutions of repute such as IMI, New Delhi and IIT Kharagpur.
Administrative Details

Venue:
International Management Institute
IDCO Plot No. 1, Gothapatna,
PO-Malipada, PS-Chandaka
Dist-Khurda, Bhubaneswar-751003, Odisha

Dates:
September 23 - 24, 2016

Participation Fees

For Faculty - Rs. 6500
For Research Scholars - Rs. 4500

For residential participants - Rs. 2500* per day for single room accommodation.
* Taxes as applicable (includes food and refreshments).

Fee can be paid either by DD/cheque in favour of International Management Institute payable at Bhubaneswar or through electronic fund transfer to IMI account.

Allahabad Bank A/c No.: 50071252726
MICR Code: 751010002
IFSC Code: ALLA0210329
PAN No.: AAATI0972K

Registration for the Programme

Nomination for the programme must be sent in the enclosed Performa accompanied with a local cheque or demand draft for the required amount. Cheque / demand draft must be drawn in favor of "International Management Institute" payable at Bhubaneswar. Nomination is open to 20 applicants on first-come basis. In case of subsequent withdrawal or cancellation of nomination(s) no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

About IMI, Bhubaneswar

International Management Institute (IMI) Bhubaneswar has the rich legacy of IMI, Delhi which is one of the top runners in management education in India today. International Management Institute (IMI) established in 1981, is India's first corporate - sponsored Business School. IMI follows international standard curricula, which has been enriched in the past, by its academic collaborations with erstwhile International Management Institute, Geneva; Faculty of Management, McGill University, Montreal, and Manchester Business School, U.K. The school with strong support from the Indian Industry has grown into one of the most prestigious business schools in the country and has been consistently ranked amongst the top 10 B-Schools in India.

IMI, Bhubaneswar has world-class infrastructure at the brand new, fully residential 16 acre campus designed by an internationally renowned architect. The aesthetically designed exteriors, wide open spaces and large well-appointed classrooms, syndicate rooms, multi-use auditoriums, state-of-the-art Library & Computer Center and self-sufficient MDP Centre with AC Lecture and Seminar Halls are truly the hallmark of the new campus. The Institute has a separate MDP Centre with 60 well appointed AC rooms on single occupancy basis besides the lecture and syndicate rooms exclusively meant for Executive Development Programmes.

In short, with cutting-edge technology blending effortlessly with serene and verdant surroundings, the ambience at IMI Bhubaneswar is truly outstanding and highly conducive for learning.

The institute currently offers Two year full time PG Diploma in Management and 3 Year Part Time PG Diploma in Management for Working Executives. Faculty Development Programmes and MDPs are a regular feature on the institute’s activities. To carry out such activities the institute has inducted a pool of highly professional and qualified faculties on its board who are also equally good at research and consulting.
ROUTE MAP
From Bhubaneswar NH-5 to IMI-B Campus

1. Head north-west on NH-5
2. Continue onto CRP Central School Rd.
3. Turn left toward Khandagiri-Chandaka Rd.
4. Turn left onto Khandagiri-Chandaka Rd
5. Take the 1st right onto SUM Hospital Rd.
6. Take the 2nd left to stay on SUM Hospital Rd 3.9 Km- about 8 Mins.
7. Head south-west on SUM Hospital Rd.
8. Turn right
   Destination will be on the right
   3.5 KM- about 5 Mins

For further assistance:
Mr. Diganta Saha
Admin. Manager
Mob: 9776942230

For registration / additional information, please contact:

MDP Office
Ms. Minoo Gupta-Programme Officer
International Management Institute
IDCO Plot No. 1, Gothapatna, Po- Malipada, Dist. Khurda,
Bhubaneswar-751003
Tel: +91-674-3042 100 Extn.141/127
Mob: +91-9437306036
Email: mdp@imibh.edu.in
manit.mishra@imibh.edu.in