

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.

PROGRAM OBJECTIVES

To provide hands-on training to develop and test complex multivariable models using various software like SPSS, AMOS & SMART-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.

Hand on mentoring in offline mode at BIMTECH

*** Every attendee will get free 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: Introduction
8. Moderation Analysis: Interaction Effect
9. Complex Modelling in Research
10. Introduction to PLS-SEM
11. Path Analysis
12. Mediation Analysis: Introduction
13. Moderation Analysis: Interaction Effect
14. Use of SEM in Different Domains of Management

OUR INSTRUCTORS



JAMES ERIC GASKIN
(Brigham Young University)
Live Online Session

Prof. 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.



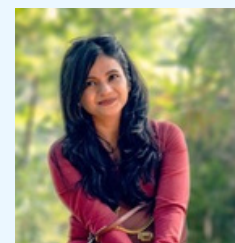
Dr Garima Malik
(Faculty-
BIMTECH)



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

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
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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

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.

Venue: Birla Institute of Management and technology Greater Noida, Knowledge Park 2, NCR, Plot Number 5, BIMTECH Rd, Greater Noida, Uttar Pradesh 201306