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Azadi Ka
Amrit Mahotsav



Delhi College of Arts & Commerce

(University of Delhi)
Under the aegis of IQAC
and

Department of Commerce

Delhi School of Economics
(University of Delhi)

in collaboration with
Business Research Plasma

is organizing

One Week Faculty Development Programme/Workshop
on

Data Analytics and Model Building

25th – 31st July, 2022

Sessions: 10:00 AM – 5:00 PM

Venue – Multipurpose Hall, DCAC



Last Date to register: 20th July, 2022



Scan for Registration

Registration Link: <https://forms.gle/xvBwEDgJwrmwXiA98>



<http://dcac.du.ac.in/>



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ABOUT THE PROGRAMME

This course will teach the fundamentals of advanced research techniques using IBM SPSS, AMOS and Smart PLS. The participants will become familiar with SPSS interface, tools, and different practical illustration features. They will get access to a strong programme that will aid in the advancement of research and ideas. Some basic techniques related to SPSS, AMOS and Smart PLS. In order to deal with the various intricacies of scale development, validation and model Building will be explained. It will facilitate building more accurate attitudinal and behavioral models that represent complicated interactions than typical multivariate statistics approaches. The participants will be trained through theoretical and practical exposure in order to equip them with the expert knowledge with regard to following techniques: -

- By the use of data reduction techniques, the knowledge will be transferred with regard to scale construction and refinement.
- The participants will be equipped with the knowledge of CFA to ensure the reliability and validity of the Scale hence, confirming the scale items.
- The hypothetical model construction leading towards conceptualization of the model.
- The use of Smart PLS, the technique of Structural equational modelling, the path model will be constructed and validated.
- Finally, the higher order effects of mediation and moderation will also be explained to equip the participants towards comprehensive learning of model development and validation

PROGRAMME SCHEDULE*

Day	Session I 10:00 to 11:30 am	Session II 12:00 to 1:30 pm	Session III 2:15 to 4:00 pm
25 th July (Day 1)	Inaugural Session	Introduction to different Research techniques w.r.t Multivariate Analysis	Scaling – Scale construction, purification and refinement
		<i>Session Expert</i>	<i>Session Expert</i>
26 th July (Day 2)	Data reduction technique using Exploratory factor analysis	Assessing the Measurement Model (Assessing the Reliability & Validity of Constructs); Confirmatory Factor Analysis using AMOS	Assessment of Differences existing in Independent Variables w.r.t Dependent Variables; Profile Mapping (Psychographic/Demographic Profiling); {Application of Discriminant Analysis}
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
27 th July (Day 3)	Introduction to PLS SEM using SMART-PLS; CB SEM v/s VB SEM; Reflective v/s Formative Constructs	Measurement model assessment for formative and reflective constructs	Ethical concerns related to research
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
28 th July (Day 4)	Structural Model Assessments	Mediation analysis and different approaches to mediation analysis	Insights about Qualitative research designs
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
29 th July (Day 5)	Developing Business Models for Publications in Leading journals like Emerald, Taylor & Francis etc	Theoretical Framework & Hypothetical Construction; Formulation of Conceptual Model using an Illustration of Technology Acceptance Model	Valedictory
	<i>Session Expert</i>	<i>Session Expert</i>	

*Tentative