

TWO DAY WORKSHOP ON

Structural Equation Modeling using

Smart-PLS 4

6th and 7th
March 2024

VENUE:

GOA BUSINESS SCHOOL



Organised by

**GOA BUSINESS SCHOOL
GOA UNIVERSITY
Taleigao Plateau, Goa
403206**

ABOUT THE WORKSHOP

We will explore Structural equation modeling (SEM), which is a statistical technique for understanding complex relationships among variables in social science research.

OBJECTIVES

- Get familiar with the features of Smart-PLS.
- To guide the students in data analysis for research.

CONTENT

- Theoretical and practical knowledge of SEM.
- Items/constructs, Formative and Reflective constructs.
- Validity testing of measurement scale.
- SEM with Smart-PLS.
- Predictive relevance and blindfolding.
- Higher order SEM, Mediation and Multi-group analysis.
- Moderation Analysis.

ELIGIBILITY AND SELECTION

Faculty, Students and Research Scholars are eligible to participate in the workshop. Intake is restricted to 20 faculty members/Research Scholars and 50 students.

RESOURCE PERSON

DR. AJAY KUMAR CHAUHAN is working as Director FPM, at UBS, Mumbai. He is visiting faculty with MDI, IMT, NMIMS, IIFT, NIT. He is M.Sc. Mathematics, MBA Finance, UGC NET and has also done PhD in Finance. He has published several research papers (including ABDC A category and B category) and three books. He is a well-known trainer of data science and analysis and has conducted more than 1000 national and international workshops.

REGISTRATION

Participants are requested to register on or before 26th February 2024 using the Google form. The selected participants will be communicated to through mail on 1st March 2024. The last date of payment is 4th March 2024.

Registration Fee

Faculty/ResearchScholar

Rs. 2500/-

Student

Rs.1000/-

The fee includes the course kit, lunch and refreshments.

COORDINATORS

For further information/queries, workshop coordinators maybe contacted.

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