



GITAM School *of* International Business

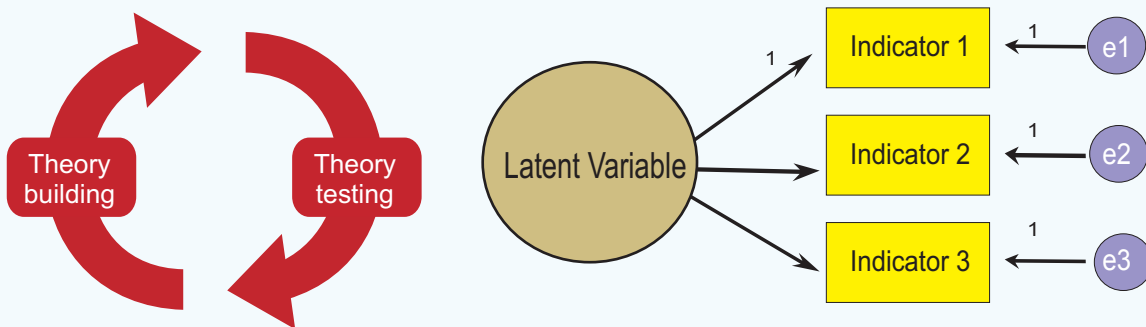


GITAM (Deemed to be University), Rushikonda, Visakhapatnam - 45, A.P., India

3 day Workshop on

Theory Building and Testing using Structural Equation Modeling

15, 16 & 17 November, 2018



Venue:

GITAM School of International Business
GITAM (Deemed to be University)
Visakhapatnam

About Workshop

A primary mission of higher institutions is learning, generation and dissemination of knowledge. The low acceptance rates by the leading research journals suggest the need to increase the quality of the research manuscripts produced. Studies that are mainly descriptive in nature and lack of precise conceptual framework and theoretical implications are rejected to be published in peer reviewed journals in the initial round of reviews.

To be published in a respected peer-reviewed journal, a study must be judged as meeting the currently accepted standards for scholarly research. Theory building & testing and making a meaningful contribution is important for the indexed journals. A way to make significant contribution is incorporating advanced methods like structural equation modeling in doctoral thesis and academic research.

Structural Equation Modeling (SEM) is a very versatile and powerful method for modeling and testing complex relationships among multiple variables. Using AMOS graphic, the analysis is executed effectively, accurately, and efficiently and more importantly, the inter-relationships in a model are computed simultaneously. Recently many established journal publishers proposed the use of model in writing.

Objectives

The major aim of this workshop is to discuss the important methodological skills required to perform quality research and the processes of theory development & testing using structural equation modelling.

The workshop will expose participants to the application of Structural Equation Modeling or SEM, the Second Generation Statistical Method. SEM is widely used by researchers to analyse the inter-relationships among constructs in a model. Upon understanding the concept of SEM, the participants will enjoy the hands-on guides on how to execute SEM using AMOS software, and also how to interpret the results

Who can attend?

The workshop is intended for academicians, research scholars and master level students, who want to perform quality research using SEM and publish results in indexed journals

Major topics covered in the workshop

- Research design and Qualitative research
- Theory building and testing
- Scale development & measurement issues
- Glimpse of descriptive statistics & multiple regression
- Exploratory and confirmatory factor analysis
- Testing models using Structural Equation Modeling
- Validity and reliability issues in model testing
- Theoretical contribution and publishing articles in indexed journals

Workshop fee

Category	Individual	Group*
➤ Academicians	:Rs. 4,000	Rs.3,500
➤ Research Scholars/ students	:Rs. 3,000	Rs.2,500

* To avail of group concession, 3 or more delegates can register as a group. Each member should fill a separate registration form using the [link given below](#)

* Group can be combination of category & fee applicable as given

- Workshop fee includes GST, Workshop material, Lunch, Dinner, Breakfast & Snacks for all the days)
- Workshop fee can be made through online. The account details wherein online transfer is to be credited is as follows:

Name : GSIB Seminars and Workshops

Account No. : 534302010026401

Bank Name : Union Bank of India, Current A/c

IFSC Code : UBIN0553433

- Workshop fee can also be submitted through a Demand Draft in favour of "GITAM School of International Business", Visakhapatnam, payable at Visakhapatnam.
- Accommodation at GITAM Campus can be arranged at nominal charges for the workshop participants on first come first

Registration

- Use the below link to register
<https://goo.gl/forms/sZ6h6sQcAii2dNTI2>
- The online registration should be completed on or before **10th November 2018**
- Participants are asked to bring their laptops for effective learning.

All participants will be awarded certificate on successful completion of the workshop

Resource Persons



Prof. Sai S. Nudurupati

BEng, MSc, PhD, PgCAP, FHEA

Sai gained his MSc & PhD from the University of Strathclyde, UK. He received an Outstanding Doctoral Award from European Foundation for Management Development. Prior to joining GITAM, Sai has worked for 11 years at Manchester Metropolitan University, Exeter University & Strathclyde University in various teaching and research roles. During this period, Sai has worked on various projects with clients including Pirelli Tyres Ltd., British Aerospace Systems, Mastclimbers, Allied Distillers Ltd., Daks Simpson, etc. Besides this, Sai has published over 25 papers in reputed international journals and magazines (listed on Australian Business Deans Council Journal list & Chartered Association of Business Schools Academic Journal Guide) and received two best paper awards from Emerald and Institute of Engineering Technology respectively. Sai is currently serving on a number of editorial boards of international journals. Prior to taking his academic roles, Sai spent 5 years in SGB, UK implementing continuous improvement projects. This experience led him to gain Lean Six Sigma Transactional Black Belt certification with the British Standards Institute.



Dr. A. Subrahmanyam

MBA, M.Sc. (Psy.), PhD. in Management

Subrahmanyam awarded his PhD from University of Hyderabad, Hyderabad and MBA from Pondicherry University, Pudhucherry. He has eleven years of mixed experience in Academic, Research and Industry. He is having expertise in Structural Equation Modeling and Scale development. He has been a resource person for several workshops and FDP programs held at many universities and B-Schools in India. His teaching and research interest are in the areas of Services and Relationship Marketing. He has represented his research work in various conferences held in India and abroad. Published research papers in refereed journals including Scopus and Australian Business Deans Council Journal listed journals. In his credit, research paper published in Emerald Publishers awarded as highly Commended Paper in the 2017 Emerald Literati Network Awards for Excellence.



About the GSIB

Conceptualized as a centre of excellence in teaching, training, research and consultancy in International Business, GITAM School of International Business (GSIB) is acclaimed as one of the top-ranking B-Schools for International Business in the country. GSIB is a part of 100 acre lush green campus of GITAM University (u/s3 of the UGC Act, 1956), Visakhapatnam, nestled in the natural splendour amidst the Eastern Ghats and the Bay of Bengal. GITAM University is accredited with "A+" Grade by National Assessment and Accreditation Council (NAAC), MHRD, New Delhi and The Ministry of Human Resource Development, Govt. of India Ranked GITAM as 'A' category University among the universities of its kind. GITAM School of International Business is a member of Association to Advance Collegiate Schools of Business (AACSB) International, USA. GSIB is networked with Professional Organization, Industry, and other business schools to advance its interests.



About Visakhapatnam

Visakhapatnam, a City of Destiny, Port City, Steel City is the largest city in the State of Andhra Pradesh, India and also the third largest city on the East Coast of India, headquarters of the Eastern Naval Command, popularly known as Vizag, is being developed as a SMART CITY. The GSIB Campus is about 45 min. drive from the Airport & Railway Station.



Workshop Director

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