



## Online Two-week workshop

on

### Capacity Building Program:

Advancing Research Insights  
with Research Methodology and  
SEM Essentials

Sponsored By



Indian Council of Social Science Research

Scheduled Dates

March 11<sup>th</sup> to March 22<sup>nd</sup> 2024

*Organized by*

**IES's Management College and Research Centre**

Course Director: Dr. Maithili Dhuri, [maithili.dhuri@ies.edu](mailto:maithili.dhuri@ies.edu)

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## Capacity Building Program: Advancing Research Insights with Research Methodology and SEM Essentials

### ABOUT PROGRAMME

The Capacity Building Program is designed to empower and enhance the research capabilities of academicians in the field. This program aims to equip faculty members with the necessary skills and knowledge to excel in their academic research endeavors and make significant contributions to the social sciences.

By engaging in this comprehensive capacity-building program, faculty members will be better equipped to pursue rigorous research projects, publish their work in reputable journals, and contribute significantly to the advancement of knowledge in their respective fields. Moreover, this program will facilitate the establishment of a vibrant academic community, fostering collaboration and elevating the overall research quality in the social science domain.

### PROGRAMME OBJECTIVES

- To equip the participants with the basics of research methodology which will enable them to write quality research proposals/ white papers/ doctoral thesis.
- To enable participants to have hands-on training on SPSS, AMOS software for analysing the data and interpreting outcomes of various analyses
- To provide information on writing and publishing research papers /white papers/ Ph.D. thesis

### LEARNING OUTCOMES

- The workshop will nurture participants' knowledge of fundamental concepts of research methodologies and their application.
- This workshop will educate/train participants to perform basic and advanced statistical analysis using one of the most commonly used statistical software SPSS & AMOS.

## WHO SHOULD ATTEND?

The program is designed to have a holistic view of the research methodology to do quality and confident research and is designed for any individual who has a passion for Research

More specifically, it is designed for:

- Scholars pursuing Ph.D./ post-doctoral work/ writing research papers/ white papers.
- Faculty members teaching research methodology and related subjects.
- Executives working with Corporate and exposed to Business Research and its application.
- Primary experience with SPSS would be an added advantage

## ABOUT THE INSTITUTE

Indian Education Society commonly known as IES came into existence on 29th September 1917. IES is one of India's oldest Public Charitable Trusts committed to education and successfully running 64 Institutions. Established in the year 1998, IESMCRC is a premier business school, committed to academic excellence and value-based education. We believe in creating leaders for sustainable development. IESMCRC offers full-time courses which include Post Graduate Diploma in Management (PGDM) and PGDM (Pharmaceutical Management) approved by AICTE and Ph.D. (Management) from University of Mumbai. Our PGDM program is accredited by NBA and has received MBA equivalence from AIU. The curriculum is updated regularly with active participation of industry experts. We have a unique pedagogy with emphasis on flipped classroom, and practical exposure through guest lectures, industry visits, case studies, seminars, workshops, conferences, corporate tours, live projects, and self-learning courses. Leadership and Teamwork Module is an effort to take students beyond the classroom and engage them in experiential learning. The newly introduced module on 'Contemporary Business Skills' aims to improve conceptual clarity, enhance analytical skills, hone business acumen, and develop independent thinking through DIY methodology. We have a blend of faculty from academics and industry (average industry experience - 10 years). We believe in a culture of transparency and participative management. Our faculty is actively involved in research, consultancy, and conducting MDPs for industry.

## SNAPSHOT OF THE COURSE CONTENT

1. Tools of Data Analysis: Parametric & Nonparametric test
2. Univariate Analysis & Bivariate Analysis Using SPSS
3. T-Test, ANOVA (one-way and two-way)
4. Simple Regression Analysis
5. Multiple Regression Analysis
6. Factor Analysis

7. Introduction to Structural Equation Modelling (SEM)
8. Introduction to the AMOS
9. Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), common method bias (CMB) test,
10. Measurement Model Assessment, Discussing Fit Indices
11. Reliability and Validity Testing
12. Structural Model Assessment identifying multivariate outliers,
13. Construct Validity: Convergent and Discriminant Validity
14. Measurement Model & Structural Equation Modelling
15. Path Analysis
16. Mediation and Moderation Effects
17. Multi-Group Analysis.

## PEDAGOGY

The workshop will focus on skill development, providing practical experience in data analysis using SPSS and AMOS. Attendees will be given access to the dataset utilized during the workshop. A significant portion of the session will be dedicated to understanding the analysis results and their relevance for teaching, research, and publications. Our approach incorporates collaborative learning, hands-on experience, and goal-driven outcomes.

## HIGHLIGHTS

- Hands-on experience in statistical software –SPSS and AMOS.
- Supplementary course material
- Application of statistical tools in research publications
- Detailed knowledge delivery sessions

## HOW TO APPLY

This course will be conducted in ONLINE.

1. Pay Registration Fees through any online mode (Payment Can be done Through NEFT/RTGS). Registration Fee Rs.1000/

### **Bank Details for Payment**

Name of the account: IES MCRC

Bank Name: The Greater Bombay Co-op Bank Ltd

Branch - Bandra Reclamation

Account Number - 10218001458

IFSC Code - GBCB0000018

2. Candidates can register by submitting the registration form. Registration forms can be downloaded using the link below.

Registration Link: <https://forms.gle/cPBvAMr6VbougSCp7>

3. Receive an acknowledgment on successful completion of registration

## COORDINATORS

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