

PUNJAB
INSTITUTE
OF
MANAGEMENT

I. K. GUJRAL PUNJAB TECHNICAL UNIVERSITY
KAPURTHALA





#### **About PIM**

Punjab Institute of Management (PIM), the Main Campus of I. K. Gujral Punjab Technical University is a premier business school in the region running MBA and PhD programs. This institution was established in 2012 and in just 4 years is competing with some of the best schools in the region. An institution imparting quality education using case based teaching pedagogy, PIM is all set to achieve its objectives and continue on the path of excellence. Extension Education Office (EEO) was an initiative taken in 2014 to train researchers, faculty members and industrialists across the country and abroad. This office runs FDPs/MDPs and workshops round the year.

### About the Workshop

The 7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling focuses on beginners and experienced researchers involved in high quality research. The workshop begins with introduction to research and moves on to some unique aspects like theory building and conceptualization. Issues related to scale construction, research design and methods and Common Method Variance (CMV) will also be discussed. Two exclusive days will be spent on Introduction to Structural Equation Modeling (SEM) one of the most popular and widely used techniques for survey-based researches. Another two days will be spent on explaining the advanced methods of SEM like Mediation, Moderation, Path Analysis etc. The workshop will conclude by explaining the nuances of academic writing and publishing in top-tier journals.

### **Objectives of the Workshop**

- To provide balanced mix of conceptualization and theory building and hands on practical sessions on SEM using AMOS.
- To understand the basis of causation in social researches and reliability & validity of various tests.
- To explore the basics of Structural Equation Modeling like EFA and CFA.
- To have a thorough understanding of advanced Structural Equation Modeling, Path Analysis, Mediation, Moderation, Multiple Mediation and Moderated Mediation.

#### **Who Should Attend**

The program is designed for research scholars, faculty members of business schools, industrialists interested in doctoral or other research work in the area of management (and other behavioral science areas such as Marketing / HR / Commerce / Psychology / Sociology / Public Administration etc.). This workshop will also be useful for teaching courses in research methodology, marketing research and other research oriented courses.

### **Registration Fee**

	Registration Category			
Participant Category	Early Bird	Regular		
	On or before 12 <sup>th</sup> June 2016	On or before 21st June 2016		
Industry Executives	INR 25,000	INR 28,000		
Faculty Members	INR 12,000	INR 15,000		
Research Scholars / Students	INR 8,500	INR 10,000		
Foreign Delegates	USD 400	USD 500		

For participants who wish to pay online, may transfer fee directly to the account details given below:

Bank Details	
Account Number	50100050531162
Account Name	PTU-PIM
IFSC Code	HDFC0003402
Branch Name	HDFC Bank, PTU Campus Branch
SWIFT Code	HDFCINBB

Registration Fee can also be paid via DD drawn in favour of 'PTU-PIM' payable at Jalandhar. Kindly send Speed Post / Registered Post of the DD alongwith duly filled registration form to the address given below:

Dr. Harmeen Soch Director Punjab Institute of Management (PIM) I. K. Gujral Punjab Technical University Kapurthala-Jalandhar Highway Near Pushpa Gujral Science City Kapurthala 144603.

## 7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling

(June 23-29, 2016)

Date	Session - I		Session - II		Session - III		Session - IV
	9:00 - 10:30		11:00-12:30		1:30-3:00		3:30-5:00
23-06-2016 (Thursday)	Introduction to Research		Conceptualization and Theory Building		Proposition and Hypothesis Formulation		Research Design and Methods
Day - 1	Dr. Harmeen Soch		Dr. Harmeen Soch		Dr. Kapil Gupta		Dr. Kapil Gupta
24-06-2016 (Friday)	Scaling and Measurement		Scale Construction and Questionnaire Designing		CMV, Validity and Reliability Tests		Causation in Social Research
Day - 2	Dr. Harmeen Soch		Dr. Gurjeet Kaur		Dr. Gurjeet Kaur		Dr. Harmeen Soch
25-06-2016 (Saturday) Day - 3	Regression: Simple and Multiple		Assumptions of Regression		Introduction to AMOS		Regression in AMOS
Day - 3	Dr. Neeraj Kaushik		Dr. Neeraj Kaushik		Dr. Neeraj Kaushik		Dr. Neeraj Kaushik
26-06-2016 (Sunday) Day - 4	EFA-I	Tea Break (30 min)	EFA-II	Lunch Break (60 min)	CFA (Model fit and Validity/ Reliability) - I	Tea Break (30 min)	CFA (Model fit and Validity/ Reliability) - II
-	Dr. Neeraj Kaushik		Dr. Neeraj Kaushik		Dr. Neeraj Kaushik		Dr. Neeraj Kaushik
27-06-2016 (Monday)	SEM - I		SEM - II		Path Analysis-I		Path Analysis-II
Day - 5	Dr. Gurjeet Kaur		Dr. Gurjeet Kaur		Dr. Gurjeet Kaur		Dr. Gurjeet Kaur
28-06-2016 (Tuesday) Day - 6	Mediation Analysis		Moderation Analysis		Multiple Mediation		Moderated Mediation
	Dr. Gurjeet Kaur		Dr. Gurjeet Kaur		Dr. Gurjeet Kaur		Dr. Gurjeet Kaur
29-06-2016 (Wednesday) Day - 7	Academic Writing		Publishing in Top- Tier Journals		Participant Feedback		Valedictory Session
	Dr. Harmeen Soch		Dr. Harmeen Soch				

### Acommodation

Punjab Institute of Management (PIM) shall provide acommodation to the participants on payment basis at their guest house at the following rates:

Sr. No.	Description	Accomodation Charges (per night)	Breakfast (per day)	Dinner (per day)
1.	Dormitory	INR 350 per bed	INR 130	INR 160
2.	Non AC room with double bed	INR 600 per room	INR 130	INR 160
3.	AC room with double bed	INR 850 per room	INR 130	INR 160

Note: There are 4 dormitories with the capacity of 20 and 16 AC, 16 Non AC rooms. Allocation will be done on first-come-first-serve basis. PIM does not guarantee accomodation. Please register early to save hassle later on.

### **Resource Persons**



Dr. Neeraj Kaushik

Dr. Kaushik is an Associate Professor and Head in Department of Business Administration, National Institute of Technology (NIT), Kurukshetra. He has done his bachelor in Textile Technology and Masters in Management Sciences. He has 56 articles and research papers to his credit. He is also a visiting faculty to IIM Rohtak.



Dr. Gurioot Kan

Dr. Kaur has undergone Faculty Development Programme from Indian Institute of Management, Ahmedabad. She has over 15 years of teaching and research experience. She serves on the editorial board of International Journal of Bank Marketing.



Dr. Harmeen Soch

Dr. Soch is an Associate Professor and Director Incharge at Punjab Institute of Management (IKGPTU Main Campus), Kapurthala. An alumni of IIM Ahmedabad, she is MBA and Phd (Marketing) and has over 18 years of experience in teaching and research.



Dr. Kapil Gupta

Dr. Gupta is an Assistant Professor at Punjab Institute of Management, (IKGPTU Main Campus), Kapurthala. He is M. Com, PhD (Finance) and has over 10 years of experience in teaching and research.

For any queries, please contact:

**Dr. Harmeen Soch**Email: harmeensoch@yahoo.com
#+91-947-809-8051

**Dr. Kapil Gupta**Email: kapilfutures@gmail.com
#+91-947-809-8074





# **Punjab Institute of Management (PIM)**

## I. K. Gujral Punjab Technical University Main Campus, Kapurthala

# 7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling (June 23-29, 2016)

## **Application Form**

1. Name:		
2. Gender: ( ) Male ( ) Female		
3. Academic Qualification:		
4. Area of Teaching and Research: _		
5. Designation:		
6. Name of Employer:		
7. Official Mailing Address:		
8. Telephone No: (Landline)	(Mobile)	
9. Email:		
10. Registration Fee Detail:		
• Transaction No. (if paid onlin	ne):	
• DD No. (if paid via DD):	Amount:	_ Date:
11. Do you need Accommodation: ( If yes, please specify	) Yes ( ) No	
( ) Dormitory (	) Non AC Room	( ) AC Room
( ) Single Occupancy (	) Sharing Basis	
(a) Date of Arrival	(b) Date of Departu	re
(c) Single Occupancy ( )	(d) Sharing Basis (	)
Please Note: Sharing basis will be ava	uilable only if another participant	chooses to share.
Date:	(Signatu	re of the Applicant)

FEE- DEPOSIT SLIP	FEE- DEPOSIT SLIP	FEE- DEPOSIT SLIP
PUNJAB INSTITUTE OF MANAGEMENT (PIM), IKGPTU MAIN CAMPUS, KAPURTHALA (Institute Copy)	PUNJAB INSTITUTE OF MANAGEMENT (PIM), IKGPTU MAIN CAMPUS, KAPURTHALA (Candidate Copy)	PUNJAB INSTITUTE OF MANAGEMENT (PIM), IKGPTU MAIN CAMPUS, KAPURTHALA (Branch Copy)
HDFC Bank	HDFC Bank	HDFC Bank
(Payable at all branches of HDFC Bank in India)	(Payable at all branches of HDFC Bank in India)	(Payable at all branches of HDFC Bank in India)
Beneficiary Name: PTU-PIM	Beneficiary Name: PTU-PIM	Beneficiary Name: PTU-PIM
ank Account Number: 50100050531162	Bank Account Number: 50100050531162	Bank Account Number: 50100050531162
Name of the Bank Branch: HDFC Bank, PTU Campus Branch	Name of the Bank Branch: HDFC Bank, PTU Campus Branch	Name of the Bank Branch: HDFC Bank, PTU Campus Branch
Bank Code No: Date:	Bank Code No: Date:	Bank Code No: Date:
Bank Txn Journal No: To be filled by the Bank Branch)	Bank Txn Journal No: (To be filled by the Bank Branch)	Bank Txn Journal No: (To be filled by the Bank Branch)
Registration Fee: Early Bird Regular	Registration Fee: Early Bird Regular	Registration Fee: Early Bird Regular
) Industry Executive INR 25,000 INR 28,000	( ) Industry Executive INR 25,000 INR 28,000	( ) Industry Executive INR 25,000 INR 28,000
) Faculty Member INR 12,000 INR 15,000	( ) Faculty Member INR 12,000 INR 15,000	( ) Faculty Member INR 12,000 INR 15,000
) Research Scholar / INR 8,500 INR 10,000 Student	( ) Research Scholar / INR 8,500 INR 10,000 Student	( ) Research Scholar / INR 8,500 INR 10,000 Student
) Foreign Delegate USD 400 USD 500	( ) Foreign Delegate USD 400 USD 500	( ) Foreign Delegate USD 400 USD 500
Accommodation Charges:	Accommodation Charges:	Accommodation Charges:
Per Night No. of Nights	Per Night No. of Nights	Per Night No. of Nights
) Dormitory INR 350 X	( ) Dormitory INR 350 X	( ) Dormitory INR 350 X
) Non AC Room INR 600 X	( ) Non AC Room INR 600 X	( ) Non AC Room INR 600 X
) AC Room INR 850 X	( ) AC Room INR 850 X	( ) AC Room INR 850 X
Total Fee INR `	Total Fee INR `	Total Fee INR `
7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling (June 23-29, 2016)	7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling (June 23-29, 2016)	7-day National Workshop on Research Methodology: Basics and Advances in Structural Equation Modeling (June 23-29, 2016)
Name:	Name:	Name:
Cather Name:	Father Name:	Father Name:
Ph/ Mobile No:	Ph/ Mobile No:	Ph/ Mobile No:
Depositor's Signatures:	Depositor's Signatures:	Depositor's Signatures: