



**Two days Workshop on**  
**“Structural Equation Modeling using IBM AMOS”**  
**25<sup>th</sup> & 26<sup>th</sup> July, 2015, IBS Gurgaon**

**About IBS Gurgaon**

IBS-Gurgaon offers two-year Post Graduate Programme in Management to prepare the students and equip them for successful corporate careers. At IBS, we offer innovative and globally accepted programs and great opportunities for all-round development. Since its inception in 1995, IBS has been one of the best B-Schools in the country, providing excellent academic delivery and infrastructure to its students. Case-based learning is unique to IBS. IBS campuses are located at Hyderabad, Ahmadabad, Bangalore, Gurgaon, Kolkata, Mumbai, Pune, Dehradun and Jaipur.

**About the Workshop**

Management researchers and practitioners often find themselves severely constrained in their analysis work due to lack of adequate understanding of statistical techniques and the accompanying software. The goal of this workshop is to provide the participants with a nonmathematical hands-on introduction to the basic concepts associated with Structural Equation Modeling (SEM), and to illustrate basic applications of SEM using the AMOS (covariance based SEM analysis). The participants will be acquainted with a diversity of SEM applications that include confirmatory factor analytic and full latent variable models tested on a wide variety of data. An example of structural model:

**Key Highlights**

- Hands on training sessions on data handling, analyzing and deriving preliminary results.
- Develop competence in the applications of AMOS software to business research.
- To equip the participants with the desired skills to handle complex research models using SEM.
- Practice session with model exercises.
- Discussion on the underlying assumptions of the statistical tools & its interpretation. .
- Discussion on common errors in analysis.

## For Whom

- Academicians
- Business Practitioners
- Research Scholars
- Students

The participants are required to bring their laptop for the hands-on sessions.

## Registration

Registration Fees: Corporate/Faculty:	Rs. 3000
PhD Scholar:	Rs. 2500
Student	Rs .1000

The Registration fees should be paid through Demand draft drawn in favour of “**Icfai Business School Gurgaon**” Payable at Gurgaon or through cash in advance. Please write your name on the back of the demand draft. **The DD accompanied by duly filled in Registration form should be sent at the contact address mentioned below latest by *July 22<sup>nd</sup>, 2015.***

Certificate of participation will be given. Lunch, Tea and Snacks will be served. However, No TA/DA will be paid. The outstation participants are advised to make their own travel and local accommodation arrangements.

**Patron: Prof. S. C Sharma, Director IBS Gurgaon**

## Contact Address

**Dr. Sombala Ningthoujam**

**MDP Coordinator, IBS-Gurgaon,**

IDPL Complex, Old Delhi-Gurgaon Road, Dundaheera, Gurgaon – 122016

Mobile: 9810691118; 0124-4980950 **Email:** [sombala@ibsindia.org](mailto:sombala@ibsindia.org)

## Resource Persons

- Dr Anubhav A. Mishra, Faculty Member, IBS-Gurgaon (Research Publication – 9 International including *International Review of Retail, Distribution and Consumer Research, Journal of Consumer Marketing, Journal of Global Marketing, International Journal of Politics, Culture, and Society* & 5 National).
- Dr. Vikas Gautam, Faculty Member, IBS-Gurgaon (Research Publication – 24 International including *Tourism Management, Journal of Relationship Marketing, Journal of Global Marketing, Theoretical Economic Letters, Journal of Promotion Management, International Review of Management and Marketing* & 2 National including *Indian Journal of Marketing*)

## PROGRAM DETAILS

Day	Session	Time	Topic
1		9.00 am – 9.30 am	<b>Registration</b>
	I	9.30 am – 10.30 am	Theoretical Background of SEM, CFA vs. Factor analysis and SEM vs. Multiple Regression, Introduction to IBM AMOS.
	II	10.30 am – 11.30 am	Defining a construct, Type of Constructs, Reflective and Formative measurement theory, Measurement Model and Structural Model
		11.30 am - 11.45 am	<b>Tea Break</b>
	III	11.45 am – 12.45 pm	Measurement Model Construction Testing – CFA with AMOS
		12.45 pm – 1.45 pm	<b>Lunch Break</b>
	IV	1.45 pm – 2.45 pm	Measurement Model Testing – CFA with AMOS
	V	2.45 pm – 3.45 pm	Construct Validity
		3.45 pm – 4.00 pm	<b>Tea Break</b>
2	VI	4:00 pm to 5:00 pm	Structural Model Testing – SEM with AMOS
	I	9.00 am – 10.00 am	Higher order CFA with AMOS
	II	10.00 am – 11.00 am	Higher order SEM with AMOS
		11.00 am – 11.15 am	<b>Tea Break</b>
	III	11.15 am – 12.15 pm	Multi-Group Analysis (Moderation Analysis) with AMOS
	IV	12.15 pm – 1.15 pm	Mediation with AMOS
		1.15 pm – 2.00 pm	<b>Lunch Break</b>
	V	2:00 pm – 3:00 pm	Interaction effects with AMOS
	VI	3.00 pm – 4.00 pm	Write Up and Reporting AMOS & Doubt clarification and one-to-one interaction
	4:00 pm – 4:15 pm	<b>Tea Break</b>	
	4:15 pm – 4:45 pm	Valedictory and certificate distribution	

