



IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

Online FDP on Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS & Process Macro September 7,2020 - September 11,2020

Objective

Structural Equation Modelling (SEM) is a statistical methodology that is widely used in social sciences research (especially marketing, organizational behavior, human resource management, psychology, behavioral finance and behavioral economics). SEM models are so general that they encompass most of the statistical methods that are currently used in the social and behavioral sciences. SEM allows a researcher to test complex models with multiple pathways, model latent variables with multiple indicators, investigate mediation and moderation in a systematic way and adjust for measurement error in predictor variables. This workshop shall provide the participants a descriptive theoretical and practical knowledge to SEM, moderation and mediation. AMOS, and Process macro will be used to learn all the statistical technique, which is uniqueness of the FDP.

Who should Attend?

Research scholars, Faculty members who aspire to publish and professional from industry engaged in research and data analysis.

Duration

- The Programme will be conducted from September 7 to September 11, 2020.
- There will be two sessions per day from 6:00 PM to 7:30 PM and 7:45 PM to 9:15 PM (IST).

Content

- Introduction to SEM
- Confirmatory Factor Analysis
- Higher Order Factor Analysis
- Path Analysis
- Mediation Analysis : Introduction
- Sequential Mediation Analysis
- Parallel Mediation Analysis
- Moderation Analysis:Introduction
- Moderation Analysis: Interaction Effect
- Moderation Analysis: Multi-Group Analysis
- Moderated-Mediation Analysis
- Mediated-Moderation Analysis
- Complex modelling in Research
- Use of SEM in Different Domains of Management: Marketing, HR/OB, Finance, Operation, and Information System

Certification

The registered participants will be awarded a Certificate of Participation in the Online Faculty Development Programme on Analytics. The Certificate will be sent to the address provided during registration via post.

Programme Delivery Mode & Software Requirement

- Zoom Software: The online FDP will be in Device-to-Device (D2D) mode on the Zoom platform. The participants are required to login for attending the sessions from their computer. A stable 4G/Broadband internet connection will be required. Note that the login details will be sent to the registered participants before each session via email.
- AMOS and PROCESS Macro

Registration Process

- First Step:** The candidates are requested to register online with all required details on <https://www.iimv.ac.in>
- Second Step:** After submission of the online registration form and the registration fee, the participants are requested to email the Unique Transaction Reference No. / SWIFT Ref No. /confirmation email from the SBI payment gateway on the main page of the Institute's website (whichever is applicable) and the date of transaction, to mdpoffice@iimv.ac.in and mfa@iimv.ac.in.
- Registrations will continue a first-come-first-serve basis (based on the above-mentioned steps and fulfillment of criterion) until September 05, 2020 or until the maximum intake (as determined by IIMV) is met, whichever happens earlier.

About Course Instructor

Prof. Amit Shankar is Assistant Professor at IIM Visakhapatnam in the area of Marketing Management. He is PhD from Vinod Gupta School of Management, IIT Kharagpur. He has Academic experience of 5 years working with renowned Institutes. He has published in leading journals (ABDC journal classification). He has conducted workshops on SPSS, Amos, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India.

Programme Director



Dr. Amit Shankar
Assistant Professor (Marketing)

PARTICIPANT CATEGORY FEE [All Taxes Incl.]

Research Scholars	INR 4000
Faculty Members	INR 5000
Corporates	INR 5000
Foreign Participants	USD 65

Fee once paid is non refundable.

The final date for submission is **September 05, 2020**

For queries Contact :



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www.iimv.ac.in/fdpamda/