



IIM

विद्या परं देवतम्

भारतीय प्रबंध संस्थान विशाखपट्टणम
Indian Institute of Management Visakhapatnam

FDP 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

Who should Attend?

- Research scholars/Students
- Faculty members
- Corporates

CERTIFICATION

The registered participants will be awarded a Online Certificate of Participation.

For Queries Contact:

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FDP on Advanced Multivariate Data Analytics: Moderation and Mediation Analysis using AMOS & Process Macro

October 18 to 22, 2021

Registration Fees

(Fee once paid is non refundable)

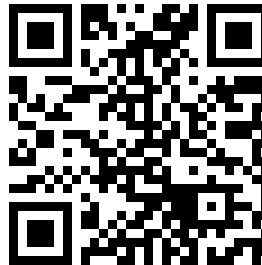
<u>PARTICIPANT CATEGORY</u>	<u>FEE</u>
Research Scholars	INR ₹ 2500
Faculty Members	INR ₹ 5000
Corporates	INR ₹ 10000 <small>*INCLUSIVE 18% GST</small>
Foreign Participants	USD 75

Last Date for Registration

October 17, 2021

Register:

<https://bit.ly/3B3331g>



PROGRAMME DIRECTOR



Dr. Amit Shankar

Assistant Professor (Marketing)
About Course Instructor