

An Introductory Course on Structural Equation Modeling (SEM)

November 3 & 4, 2011.
(Thursday & Friday)



CENTER FOR MANAGEMENT DEVELOPMENT (CMD)

IBS, HYDERABAD

www.ibshyderabad.org

Contact Us

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About IBS, Hyderabad

IBS, Hyderabad (Faculty of Management Studies) , a constituent of the ICFAI Foundation for Higher Education (deemed to be university), offers high quality programs in different areas of management to a wide cross section of students, executives and professionals across India. IBS has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications.

Within a short span of time since its inception in 1995, it has achieved a remarkable growth and has attained widespread recognition in industry, academic circles, and professional bodies. IBS has also been consistently ranked among the top B-Schools in the country in the annual B-Schools surveys conducted by independent research agencies. For more information, kindly visit www.ibshyderabad.org.

About SEM

Structural Equation Modeling (SEM) with latent variables has become one of the widely used techniques to examine complex research models in business and social research. Recently SEM using AMOS (user friendly s/w) has gained popularity in different fields of research and in practice viz. psychology, healthcare, social sciences, market research, information systems research and organizational research.

Multivariate techniques like multiple regression, factor analysis, discriminant analysis, multivariate analysis of variance etc. can examine only a single relationship at a time. To explain complex causal relationship where there is series of dependent-independent relationship, none of the above mentioned multivariate techniques can be applied. But structural equation modeling (SEM) enables us to examine series of dependent-independent relationships simultaneously. It is particularly useful in testing theories that contain multiple equations involving dependence relationships, where a hypothesized dependent variable becomes an independent variable in a subsequent dependence relationship.

Objectives of the Workshop

The workshop primarily has two fold objectives:

1. To introduce the basic concepts related to SEM and
2. To illustrate the basic applications of SEM using the AMOS software using hands on lab sessions with valid data sets.

Who should attend?

- Research Scholars
- Faculty Members
- People engaged in or interested in contemporary statistical techniques.

Pre-Requisite:

Basic knowledge of multivariate techniques such as factor analysis and multiple regression.

Participant Fee

Rs.8500 (Eight Thousand Five hundred only) per participant.

Fee includes:

- ✓ Workshop registration fee
- ✓ Food
- ✓ Refreshments
- ✓ Workshop Kit

- Note:**
1. As a compliment, participants will be provided accommodation free of cost.
 2. Apart from Early bird discount, appropriate discount will be provided for bulk registration (2 or more members from the same institute).

Registration Details

Category	Date	Discounts
Early Bird Registration	Before 26 th October, 2011	10% Discount.
Regular Registration	Up to 02 nd November, 2011	No Discount.

Note:

1. Cheque/DD should be drawn in favour of 'IBS, Hyderabad' and should be mailed only by registered post to:
Dr. Sanjit Kumar Roy
Assistant Professor,
IBS, Hyderabad, Dontanapalli, Shankerpalli Road, Hyderabad – 501504.
2. Kindly e-mail us the scanned copy of both the registration form and the DD/Cheque before sending it by registered post.
3. Cheque/DD should reach us on or before 02nd November 2011.

When: November 3 & 4, 2011.
Thursday: 10.00 am to 05.00 pm
Friday: 09.30 am to 05.45 pm

Where: IBS, Hyderabad.
Dontanapalli, Shankerpalli Road,
Hyderabad – 501504

Profile of Resource Persons

Dr. Sanjit Kumar Roy

Ph.D in Management, ICFAI University, Dehradun; MSc in Nuclear Physics, Presidency College, Calcutta and an MBA, Jadavpur University, Calcutta.

Five years of Academic Experience and Five years of Corporate Experience.

Spent about a year @ Bentley University, Boston, MA, USA as a Visiting Scholar.

Published in both international and national journals of repute, some of them include: *Managing Service Quality: An International Journal; International Journal of Bank Marketing; The Marketing Management Journal; Journal of Global Marketing; Computers in Human Behavior; South Asian Journal of Management.*

Attended and presented papers at both international and national conferences of repute: viz. *IIMA Marketing Conference, 2007 & 2011; New England Statistics Symposium, 2008, Boston; Pacific Asia Conference on Information Systems, 2009; Academy of Marketing Science, 2010 ; Academy of Marketing 2010, UK; and Australian & New Zealand Marketing Academy Annual Conference, Christchurch, 2010, NZ.*

Attended 'Partial Least Square' Workshop organized by the PLS School, Neuss Germany in December 2008.

He serves on the Editorial Advisory Board of International Journal of Bank Marketing (Emerald) and the Editorial Review Board of Journal of Indian Business Research (Emerald); South Asian Journal of Management and SDM IMD Journal of Management (India).

Prof. Sridhar Vaithianathan

MBA, NIT, Warangal; B.E., GCE, Tirunelveli; and NET qualified management studies faculty.

Eight years of Academic Experience and Two years of Corporate Experience

Spent about a year @ University of Toledo, Toledo, Ohio, USA as a Visiting Scholar.

Published in both international and national journals of repute, viz. *Electronic Commerce Research, IUP Journal of Systems management & FedUni Journal of Higher Education.*

Attended and presented papers at both international and national conferences of repute: viz. *Midwest Decision Sciences Institute (DSI), 2008, Pennsylvania, USA; Association of Information System (AIS), 2008, Toronto, Canada; IIMB, 2008; Pacific Asia Conference on Information Systems (PACIS), 2009, ISB, Hyderabad; and IIMC, December 2010.*

Attended 'Partial Least Square (PLS)' Workshop organized by Geoffrey S. Hubona, Associate Professor, Georgia State University, Atlanta, Georgia in January 8&9, 2010.

Research interests include E-commerce Diffusion, Information Security, RFID and Technology Adoption.



REGISTRATION FORM

An Introductory Course on Structural Equation Modeling (SEM)

November 3 & 4, 2011.

Name of the Participant(s) & Designation	Contact Number(s)	E-Mail ID (s)

Name & Address of the Institute / Organization

Participant Fee: Rs. 8500.00 (Rs.7150.00*)

* Refers to early bird fees for registration on or before 26th October, 2011.

Payment Details: Cheque/DD number _____ for Rs. _____

Drawn from (Bank Name) _____ on _____

Important Note:

1. Cheque/DD should be drawn in favor of 'IBS, Hyderabad' and should be mailed only by registered post to the address given below
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3. Cheque/DD should reach us on or before 02nd November 2011.

Date:

Signature

Address: Dr. Sanjit Kumar Roy, Assistant Professor, Department of Marketing and Strategy,
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