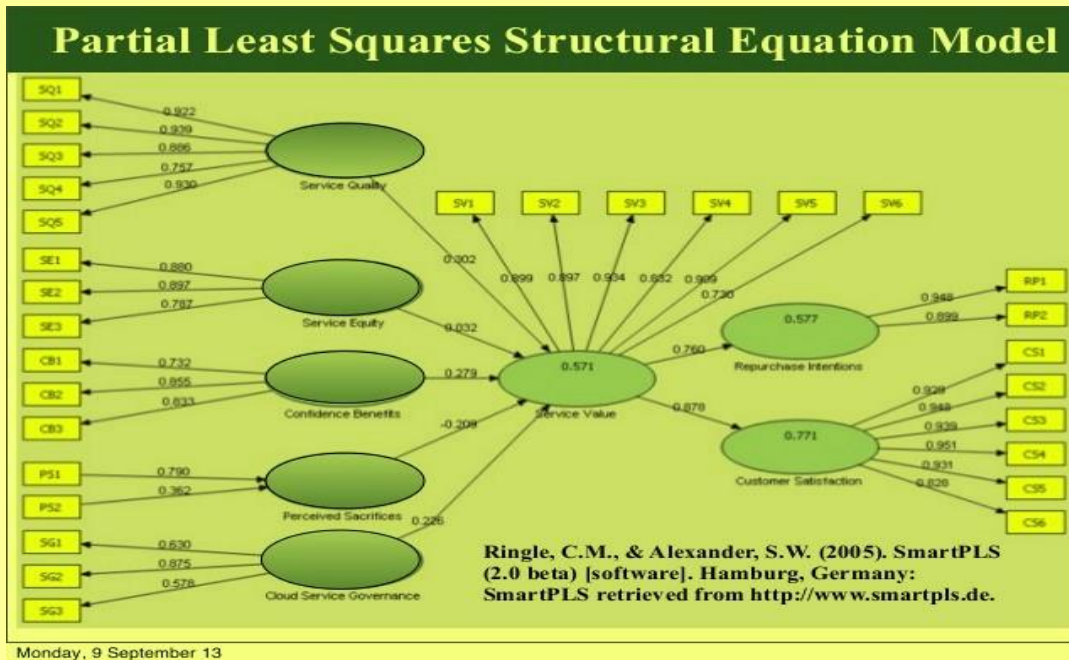


Faculty Development Program

on

“Partial Least Squares-Structural Equation Modeling (PLS-SEM)”

September 8th – 9th, 2018



Program Directors:

Prof. Nikunj Kumar Jain
Prof. Pinaki Dasgupta



International Management Institute
New Delhi

INTRODUCTION

Partial least squares, variance based structural equation modelling (PLS-SEM) is widely adopted in business management research fields like marketing, strategy, organization behavior, information systems and operations management. PLS-SEM is a statistical approach for modeling complex multivariable relationships among observed and latent variables. This workshop will sensitize the participants with contemporary research methodology of SEM and it may also help them to align their research in the right direction.

OBJECTIVE

The two days workshop on PLS-SEM is designed to provide hands-on training to develop and test models using PLSSEM (Software: smartPLS 2 -Free version and smartPLS 3).

CONTENTS

- Introduction to PLS-SEM: Difference between Covariance-based SEM and PLS-SEM
- Type of Constructs: Reflective and Formative; and Addressing Common-Method Bias
- Measurement Model Assessment (Validity and Reliability Testing)
- Structural Model Assessment (Path Analysis, Interaction Effect and Bootstrapping Technique)
- Interpreting the Results/ Writing Results on PLS-SEM
- Advanced Topics in PLS-SEM: Mediation, Moderation and Multi-Group Analysis
- Special focus on handling Higher Order Constructs
- Addressing observed and unobserved heterogeneity using Finite of Mixtures (FIMIX) and Prediction Oriented Segmentation (POS) technique

METHODOLOGY

The methodology would include discussion, demonstration and hands-on experience with software. Participants are requested to bring laptops along with them.

WHO SHOULD ATTEND

Academics, Industry Practitioners, Research Scholars and Doctoral Students

PROGRAM DIRECTORS

Prof. Nikunj Kumar Jain

Nikunj Kumar Jain is working as an Assistant Professor in the area of Operations and Quantitative Methods at IMI Delhi. He holds a Fellow Program in Management from the Indian Institute of Management Indore, India and a B.Tech in Electrical Engineering from the MANIT, Bhopal, India. He has three years of work experience in a greenfield refinery project at Bharat Oman Refineries Ltd Bina, District Sagar, India. He has previously worked with FORE School of Management New Delhi, India. He has presented several research papers in National and International Conferences like INFORMS Marketing Science, INFORMS Manufacturing and Service Operations Management (MSOM) Conference, ANZAM, IMRDC, COSMAR, SOM, etc. He has published in National and International Journals like Renewable and Sustainability Energy Reviews (Impact Factor 8.05), Marketing, Intelligence and Planning (ABDC-A), Asia-Pacific Journal of Marketing and Logistics (ABDC-B), Journal of Internet Commerce (ABDC-B), Telematics and Informatics (ABDC-C, Impact Factor 3.398) and Benchmarking: An International Journal (ABDC -B). He has also published case studies in Asian Journal of Management Cases, Emerald Emerging Markets Case

Studies, The Case Centre and ET Cases. His research interest areas include Sustainable Supply Chain Management (SCM), Circular Supply Chains, Retail Operations Management, Application of Game Theory in SCM, Mathematical Modelling and Optimization of Real Life Problems. His research interests include retail operations, mathematical modeling, game theory applications, logistics and supply chain management. He has published research papers and case studies in national and international journals.

Prof Pinaki Dasgupta

Pinaki Dasgupta is Professor of Marketing at IMI, New Delhi. Prior to IMI, he was with the Indian Institute of Foreign Trade as Associate Professor in the Marketing area. He had spent nearly 7-8 years in the advertising industry prior to joining the academic world. He holds PhD from the Banaras Hindu University. He has published in International Journals like Thunderbird International Business Review, Journal of Marketing and Communication, Journal of Marketing Trends, etc. and has published case studies in Ivey Publishing, Emerald Emerging Markets Case Studies, The Case Centre, etc. He has worked on various sponsored research projects with Ministry of Commerce and Ministry of Textiles, Government of India. He has been invited speakers to various National and international Conferences. He worked specifically in the area of Market Entry Strategy, Country-Market-Product Mapping and Potential Analysis, Competitiveness Mapping of Countries and Products, Global Value Chain Analysis, Export Marketing Framework for Countries, Products and Regions. However, his marketing orientation stayed firmly in place and with interests in consumer behaviour, brand and marketing communication, they integrated quite well with the current framework of research.

ADMINISTRATIVE DETAILS

Dates:

September 8th -9th, 2018

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

Timing:

9:30 am to 5:30 pm

PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

Corporates	:	Rs.10,000/- per participant
Faculty Members	:	Rs.7,000/- per participant
Research Scholars/Students	:	Rs.5,000/- per participant

In addition, GST @ 18% is payable. Fee is payable in advance by way of local cheque/DD in favor of "International Management Institute" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288
MICR Code: 110010007, IFSC Code: ALLA0211083
Pan No. AAAT10972K; GST No: 07AAATI0972K1ZJ

Please mention the program name while making payment through electronic fund transfer.

Residential – IMI shall provide assistance in arranging suitable accommodation on specific request on payment basis.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

ABOUT IMI

IMI International Management Institute Nestled in Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI's flagship two-year Post-Graduate Diploma in Management (PGDM) program (launched in 1993) has Student Exchange programs with leading International Schools. These include ESC Rennes, France, Montpellier Business School, France, Frankfurt School of Finance and Management, Germany, Grenoble Ecole de Management, France, Louvain School of Management, Belgium, Sichuan Academy of Social Sciences, China, KEDGE Business School, France, University of Guelph, Canada to name a few. Besides its regular PGDM program, IMI New Delhi runs a two-year PGDM program in Human Resource Management (PGDMHRM) launched in 2006, a two-year PGDM program in Banking and Financial Services (PGDM B&FS) launched in 2014, a 15-month Executive PGDM for mid-career executives (Executive PGDM) launched in 1984 and a Fellow Program in Management (FPM) launched in 2011.

In addition, IMI New Delhi also offers ITEC (Indian Technical and Economic Cooperation) Programs, as it is one of the few empanelled Institutes of the Ministry of External Affairs, Government of India. Under the aegis of MEA organised special Commonwealth Assistance Program, 15 international students are selected into the Executive PGDM Program. These ITEC programs are targeted at various developing countries from the Afro-Asian, South American and SAARC region. Another distinguishing feature of IMI Delhi is its strong Alumni network of over 5000+ professionals at senior management levels in leading corporate houses.

All IMI New Delhi's long term programs are approved by AICTE, Ministry of HRD, and Government of India. IMI New Delhi is internationally accredited by Association of MBAs (AMBA), UK. IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigor and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programs (MDPs) every year, which include Open Programs, specially designed In-company programs and Online programs in different functional areas. These programs are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills.

IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organizations, helps deliver its commitment towards its vision of being a premier global management school.

For registration/any other information, please contact:

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