



VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES-TC

Affiliated to GGSIP University, Recognized by Bar Council of India & approved by AICTE

Accredited Grade 'A++' Institution by NAAC,

Recognized Under Section 2(f) by UGC; An ISO 9001:2015 Certified Institute

योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION



ONE WEEK ONLINE

FACULTY DEVELOPMENT PROGRAM

On

**PLS-SEM 4.0 AND EXPERIMENTAL RESEARCH
DESIGN**

Organised by

VIVEKANANDA SCHOOL OF BUSINESS STUDIES

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES-TC

27th - 31st May 2024

ABOUT VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES-TC

Vivekananda Institute of Professional Studies (VIPS) - Technical Campus was founded by our honorable Chairman Dr. S.C Vats in the year 2000 on the principles of Swami Vivekananda's teachings. The vision of the institute i.e. Man making, Character building, and Nation building, reflects the determination of the institute to produce world-class leaders with strong moral values. The institute is affiliated with Guru Gobind Singh Indraprastha University (GGSIU) recognized by the Bar Council of India (BCI) and approved by the All India Council of Technical Education (AICTE).

VIPS has 7 schools with more than 7000 students and 270+ faculty members. The Institute offers a unique multiple School structure to foster an interdisciplinary approach to learning. Students are taught not just the professional courses but are trained to imbibe Universal Human Values of Empathy, Compassion, and Integrity. The institute offers quality education in the domains of Law, Journalism and Mass Communication, IT, Management, Economics, English, and Engineering. We have Engineering Programs in the most advanced fields of Artificial Intelligence, Machine Learning, Data Sciences, and the Industrial Internet of Things. The Institute has also launched a PGDM in FinTech to cater to this highest-growing segment of the industry.

RESOURCE PERSONS



DR. ATUL SHIVA

Assistant Professor

Jaipuria Institute of Management,
Noida



DR. AMIT SHANKAR

Associate Professor

Indian Institute of Management,
Visakhapatnam

OBJECTIVES OF THE PROGRAM

VIPS-TC has a legacy of promoting pure and applied research and publications in faculty. Annually organized Faculty Development Programs are a testimony to the same. This year the FDP launched by VIPS-TC is on PLS-SEM 4.0 and Experimental Research Design. The program aims to acquaint the participants with the novel concept of experimental research to test their research ideas in a controlled environment.

SCHEDULE

| DAY | TIME | TOPIC | RESOURCE PERSON |
|----------|--------------------------------------|--|------------------|
| 27th May | 9:30 AM-10:00 AM | Inaugural Session | |
| 27th May | 10:00 AM-12:00 PM 1:00 PM-3:00 PM | <ul style="list-style-type: none"> • Installation of SmartPLS Software 4.0. • Difference between CB-SEM and VB-SEM. • Handling Reflective Constructs • Handling Formative Constructs. | Dr. Atul Shiva |
| 28th May | 10:00 AM-12:00 PM 1:00 PM-3:00 PM | <ul style="list-style-type: none"> • Managing Higher Order Constructs (HoC): repeated indicator approach and two-Stage approach • Handling structural equation modeling | Dr. Atul Shiva |
| 29th May | 10:00 AM-12:00 PM 1:00 PM-3:00 PM | <ul style="list-style-type: none"> • Investigating Mediation Effects (Simple, Parallel, Serial and Conditional Mediation) • Investigating Moderation Effects and Measuring Invariance (MICOM) analysis for applying PLS-MGA (Multi-Group Analysis) | Dr. Atul Shiva |
| 30th May | 10:00 AM-12:00 PM 1:00 PM-3:00 PM | <ul style="list-style-type: none"> • Experimental Design: Basics, Types, Importance, Limitation • Scenario Creation • Manipulation Check • Sampling and Data Collection • Data Analysis | Dr. Amit Shankar |
| 31st May | 10:00 AM-12:00 PM 1:00 PM-2:30 PM | <ul style="list-style-type: none"> • Post-hoc Analysis • Reporting the Results • How to publish in high Impact Journals | Dr. Amit Shankar |
| 31st May | 2:30 PM-3:00 PM | Valedictory Session | |

EXPECTED OUTCOME

- Participants will be able to do quantitative research using advanced technique of partial least square structural equational modeling in SmartPLS 4.0.
- Able to conduct experimental analysis.
- To facilitate participants for writing research papers in high-quality journals.

GUIDELINES

- Participants will be enrolled with this program on a first come first serve basis (limited seats)
- The fee of the FDP is **Rs. 1000 (Non-refundable)**
- The last date of registration is **2nd May 2024**
- Certificate will be provided on successful completion of the program
- Attendance in all the sessions is mandatory to be eligible to obtain certificate
- The video of the sessions will be shared with the attendees

Note: Participants are requested to download the trial version of PLS for hand-on practice

REGISTRATION LINK



- Participants are requested to scan this bar code for making the payment of Rs. 1000 as registration fees.
- Please fill the following registration form after making the payment:
<https://forms.gle/r2GRBF6cgSoAVtes5>

ORGANIZING COMMITTEE



FDP CHAIR

PROF. (DR.) RAMANPREET SINGH
DEAN, VSBS, VIPS-TC

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