

Patron
Prof. Gurmeet Singh,
Vice-Chancellor,
Pondicherry University

Chairman
Dr. K. Chandrasekara Rao,
Professor & Dean,
School of Management,
Pondicherry University

Convener
Dr. B. Charumathi,
Professor & Head,
Department of Management Studies,
Pondicherry University



Pondicherry University
School of Management
Department of Management Studies
R.V. Nagar, Kalapet,
Puducherry - 605014



Coordinators

Dr. R. Kasilingam
Professor
Mobile: +91 98401 79939

Dr. G. Madan Mohan
Assistant Professor
Mobile: +91 94423 14404

Who can attend?

Academicians, Research Scholars and Industry Delegates who are having a minimum of 2 years of industry experience.

Account Details for Fund Transfer

Account Name : DMS DAM Workshop
Account No. : **6329345101**
Type of Account : Savings
Bank : Indian Bank, Pondicherry University
Branch
IFSC: **IDIB000P152**

Registration Fees

For Industry Delegates: **Rs. 1250**
For Faculty Members: **Rs. 700**
For Research Scholars: **Rs. 350**

Registration

Interested applicants are required to pay the fees in the given bank account directly and fill the google Registration form with the required details.



Note to the Participants:

Sessions will be conducted 10:00 AM to 12:00 Noon everyday. Exercises will be given at the end of each session. The participants are required to submit the completed exercises before the end of each day. E-Certificate will be issued only on attending all the sessions. For details, contact the coordinators at dmsdamworkshop@gmail.com

SEVEN-DAY EDP
ON
MODEL BUILDING
10th to 16th August, 2020



Live Sessions
on



Google Meet

About Pondicherry University

A Central University, established through an Act of Parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and its entire campus in Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University was the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university in growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.

About Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986, it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals. DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also, the lush green environment in the university provides pleasant ambience for the students to relish every moment of the learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD etc. The department has recently signed MOUs for exchange of students and faculty members with popular European universities of France and Germany.

About The Programme

This one-week EDP is aimed at imparting researchers, academicians and industry delegates with a comprehensive knowledge about model building using SEM. The EDP will be conducted such that the participants can gain practical knowledge about arriving at statistical models using Structural Equation Modelling. Real data will be provided and arriving at models shall be demonstrated in the video classes by the resource person. The program will be a mix of theory lectures and demonstration through videos. The program involves the usage of AMOS, smart PLS and Process Macro and SPSS software.

Advisory Committee

Dr. R. Panneerselvam, Professor
Dr. T. Nambirajan, Professor
Dr. R. Chitra Sivasubramanian, Professor
Dr. S. Victor Anandkumar, Professor
Dr. Uma Chandrasekaran, Professor
Dr. R. Venkatesakumar, Professor
Dr. S. Riasudeen, Associate Professor
Dr. L. Mothilal, Asst. Professor
Dr. B. Rajeswari, Asst. Professor
Dr. K. Lavanya Latha, Asst. Professor

Resource Person

Dr. R. Kasilingam
Professor
Dept. of Management
Studies,
Pondicherry University



Resource Person's Profile

DATE	TOPICS
10/08/2020	Simple Regression as foundation for Model Building; Basic Model using AMOS
11/08/2020	Model with two constructs; Model fit Indices, Modification Index
12/08/2020	Model with three constructs ; Direct and Indirect effect and Mediation Analysis; Moderation Analysis
13/08/2020	CFA and Validity Checking
14/08/2020	Model Comparison; Data Imputation; 2nd Order Factor Model; Assumption Checking
15/08/2020	Complex Model Building Using Process Macro
16/08/2020	Mediation and Moderation Using Smart PLS