



Shrimati Indira Gandhi College

Nationally Accredited at 'A' Grade (3rd Cycle) by NAAC
An ISO 9001 : 2015 Certified Institution
Tiruchirappalli - 620 002

Department of Management Studies

Organizes

Faculty Developement Programme

On

**STRUCTURAL
EQUATION
MODELING
(USING AMOS
&
SMART PLS)**



16.08.2023



Chanakya Hall



**09.30 a.m.
04.30 p.m.**

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PROGRAMME INTRODUCTION

Structural Equation Modelling (SEM) is a powerful statistical technique that is widely used in behavioural and social sciences research. SEM is a family of statistical models that combines both the elements of factor analysis and regression analysis to explain the relationship among multiple variables.

PROGRAMME OBJECTIVES

This one-day FDP on Structural Equation Modelling is intended to provide hands-on training to develop and test complex multivariable models using various software like SPSS, AMOS & PLS.

PEDAGOGY

The methodology would include discussion, demonstration and hands-on experience with software. Participants are requested to carry laptops for hands-on learning.

PROFILE OF EXPECTED PARTICIPANTS

Academicians, Research Scholars and Doctoral students and Management Students.

PROGRAMME CONTENT

1. Introduction to SEM
2. Difference between co-variance based and variance-based SEM
3. Testing of Statistical assumptions and addressing Common method bias
4. Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Measurement Model, Assessment, Discussing Fit Indices
5. Reliability and Validity Testing
6. Structural Model Assessment, Path Analysis (Direct Effect and Indirect Effect), Bootstrapping Technique.

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ABOUT THE INSTRUCTOR



Dr. A. Ananth

Faculty of Finance and Accounts

**University of Technology and Applied Sciences,
Ibra, Oman**

Dr.A.Ananth is a faculty of Finance at University of Technology and Applied Sciences, Ibra, Oman. He has more than 19 years of experience in teaching at various Engineering colleges in Tamilnadu. He has completed his MBA at Thanthai Hans Roever College, Perambalur, M.Phil from Periyar University, Salem and PhD at Bharathidasan University, Trichy. He has published a book titled on "Strategic Approach on Service Quality Management in Rural Banking" published by Serial Publication, New Delhi and it is recognized by AmericanCongressLibrary,USA. He has published numerous articles in International and National journals and has presented papers in National and International Conferences. He has applied and received sponsorship from AICTE and TNSCST for Research Workshop and projects. He is also a Doctoral Committee Member for various Universities and has evaluated many PhD theses as an external examiner. Moreover, he has given many research workshops on data analysis to the faculty members. His areas of interest are Corporate Finance, Accounting, Research Methodology, Security Analysis, and Portfolio Management.

PROGRAMME FEE

The programme fee for each participant will be Rs. 200/-.
(Includess an e-certificate, working lunch, tea & snacks).

For more details please contact:

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ABOUT SIGC

Shrimati Indira Gandhi College was founded in 1984 by Vidya Seva Ratnam K. Santhanam with a single-minded devotion to educate and empower women. It is a self-financing college and one of the first two colleges in down south in state of Tamil Nadu, founded exclusively for women. It was named after the former Indian Prime Minister, whose life-size statue marks the entry to the college. Shrimati Indira Gandhi College is considered as the hub of culture and evolution by people in Trichy and beyond. Today we have more than 5000 students coming to study with us from all over Tamil Nadu and many more States. SIGC enables them to discover their capabilities and become strong, responsible, creative, and prepared to lead and serve their society.

ABOUT SIGC-MBA

Department of Management Studies, Shrimati Indira Gandhi college, Tiruchirappalli was consecrated in 1996 to offer MBA with approval from AICTE, New Delhi exclusively for Women. DoMS-SIGC Trichy teaches not just the art and science of management but imparts in its students, intrinsic worth, and skills vital to make a positive impression on tomorrow's world. The academics at DoMS-SIGC are a authentic quintessence of education and erudition. In 2011 M.Phil research programme and in 2012 , Ph.D in Management programs were launched.

The curriculum is premeditated to place emphasis on theory and concepts as well as the practical knowledge ready to be used immediately in the corporate arena. Teaching pedagogy include lectures, case studies, seminars, business games, simulation exercises, mini-projects, role-plays and unstructured group work and field visits. An ever-progressing curriculum, cultivated through superior industry-institute interaction keeps students informed on the latest corporate tones.

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