

Online Workshop
on
Structural Equation Modeling
5-7 April 2024 (7 p.m. to 10.15 p.m.)

Organized
by
School of Management Studies
University of Hyderabad
Hyderabad-500046



ABOUT THE UNIVERSITY

The University of Hyderabad, a premier institution of post graduate teaching and research in the country, was established by an Act of Parliament on 2nd October 1974 as a Central University. The serene campus of the University, located on a sprawling 2000 acres, on the old Mumbai Highway, Gachibowli, provides the right learning ambience. The Institution of Eminence status accorded by the Government of India to the University of Hyderabad in September 2019 is recognition of the university's standing, ability and potential to move into the league of the world's best institutions. With additional funding and autonomy, we are positioned to figure in the World's 500 Best Universities in the next few years. The University was evaluated by the National Assessment and Accreditation Council (NAAC) and awarded the top grade 'A+'. For more details visit: <https://uohyd.ac.in/>

ABOUT SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies (SMS), at University of Hyderabad was established in the year 1999. The school is acknowledged for its cutting-edge research, excellent teaching and learning activity in an intellectually stimulating environment. SMS is one of the fastest growing business schools in the country. It has also been sanctioned the UGC Special Assistance Program and Development Assistance. SMS is home for scholarship, education and innovative thinking related to the business management, business analytics and health care management. The department offers four educational programs: the PhD in Management, the MBA Program in General Management, the MBA program in Business Analytics, MBA Program in Health care & Hospital management and Executive MBA. For more details visit: <http://sms.uohyd.ac.in/>

ABOUT THE WORKSHOP

Aiming top tier journal is a challenging process for the research scholars and academicians. Publishing in an academic journal is an important component in academic research and managerial practice. Understanding the process of theory testing is important component in academic publishing. This workshop will focus on the theory testing using Covariance Based Structural Equation Modeling (CB-SEM).

At the end of the workshop participants will be able to appreciate the importance of theory in management research and will be able to test the theory using CB-SEM.

WHO CAN ATTEND?

- ✓ Faculty members from commerce, management, and social sciences.
- ✓ Research scholars from commerce, management, and social sciences.

PREREQUISITES

- ✓ Knowledge of **factor analysis** and **multiple regression analysis** is essential.

WORKSHOP FEE (with 18% GST)

S. No.	Workshop fee	GST 18%	Total fee
Research Scholars	Rs. 1000	Rs. 180	Rs. 1180
Faculty Members and Industry participants	Rs. 1500	Rs. 270	Rs. 1770
International participants	USD 20	USD 3.6	USD 23.6

PAYMENT LINK

- ✓ The participants are requested to visit the following link to make the payment:
<https://payuoh.uohyd.ac.in/>
- ✓ The detailed steps to be followed to make the payment are available in this link:
[payment gateway details.pdf](#)

REGISTRATION

- ✓ After making the payment kindly do the registration.
- ✓ Registration link: https://docs.google.com/forms/d/e/1FAIpQLSfAKtwa-1CNUjgQtfDiz98n9sJs62I_wXKUoQpsD1pzdmkxLQ/viewform
- ✓ Maximum 60 participants only.
- ✓ The Registration should be completed on or before **2nd April 2024**

REQUIREMENTS

- ✓ All the sessions will be conducted through Google Meet.
- ✓ Jamovi or R or AMOS (Based on the participant preference any one or two software's will be used).

SESSION PLAN

Days	7 p.m. to 8.30 p.m.	8.45 p.m. to 10.15 p.m.
5 th April 2024	Introduction to SEM	Introduction to SEM
6 th April 2024	Introduction CFA	Running CFA and validity establishment
7 th April 2024	Running the SEM analysis	Interpretation of the results

All the sessions will be delivered by Dr. P. Murugan

PRE-READINGS

1. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, 103(3), 411-423.
2. Credé, M., & Harms, P. D. (2015). 25 years of higher-order confirmatory factor analysis in the organizational sciences: A critical review and development of reporting recommendations. *Journal of Organizational Behavior*, 36(6), 845-872.
3. Jackson, D. L., Gillaspay, J. A., & Purc-Stephenson, R. (2009). Reporting practices in confirmatory factor analysis: an overview and some recommendations. *Psychological methods*, 14(1), 6-23.
4. Tomarken, A. J., & Waller, N. G. (2005). Structural equation modeling: strengths, limitations, and misconceptions. *Annu Rev Clin Psychol*, 1, 31-65.
5. Ullman, J. B. (2006). Structural equation modeling: Reviewing the basics and moving forward. *Journal of personality assessment*, 87(1), 35-50.
6. Williams, L. J., Vandenberg, R. J., & Edwards, J. R. (2009). 12 structural equation modeling in management research: a guide for improved analysis. *The Academy of Management Annals*, 3(1), 543-604.

FEW VIDEO RESOURCES

1. [Confirmatory factor analysis \(CFA\) Using AMOS](#)
2. [Structural Equation Modelling \(SEM\) using AMOS](#)
3. [Confirmatory Factor Analysis using R Studio Part 1](#)
4. [Confirmatory Factor analysis using R Studio Part 2](#)
5. [Structural Equation Modeling using R Studio](#)
6. [CFA Using JAMOVI](#)
7. [Structural Equation modeling using JAMOVI](#)

RESOURCE PERSON

DR. P. MURUGAN



Dr. P. Murugan is working as an Assistant Professor at the School of Management Studies, University of Hyderabad (UoH), Hyderabad. He has completed his PhD from Anna University, Chennai, and worked with IIM Shillong, Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli.

He received the University of Hyderabad's chancellor's award for his contributions to both teaching and research.

He has a passion for Research and he has been a resource person for more than 230 workshops and FDP programs held at many universities and B-Schools in India (e.g., Amrita University-Coimbatore, Anna University-Chennai, CUSAT-Cochin, IIM-Indore, IIM-Shillong, IIT Bombay, K. J. Somaiya, NIT-Trichy, NMIMS-Mumbai, SPJIMR-Mumbai, Symbiosis University-Pune, TISS-Hyderabad, VIT-Vellore).

His expertise lies in the areas of Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Structural Equation Modeling, Latent Profile Analysis, and Item Response Theory. He is also familiar with data analysis software such as Mplus, AMOS, Python, R, JAMOVI, JASP, SPSS, Bluesky Statistics, KNIME, Conquest and IRT pro.

His papers are published in SSCI, ABS and ABDC-listed journals and currently associated with Career Development International Journal as a Senior Editor. He has developed online lecture videos for three of the courses offered through the SWAYAM platform.

For more details visit: <https://sites.google.com/view/muruganpattusamy>

WORKSHOP COORDINATOR

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