



# Delhi College of Arts & Commerce

(University of Delhi)  
Under the aegis of IQAC  
and

## Department of Commerce

Delhi School of Economics  
(University of Delhi)

in collaboration with  
***Business Research Plasma***

*are organizing*

**One Week Faculty Development Programme/Workshop  
on**

## Data Analytics and Model Building

**July 25 – July 31, 2022**

**Sessions: 10:00 AM – 5:00 PM**

**Venue – Multipurpose Hall, DCAC**

**Registration Link:** <https://forms.gle/xvBwEDgJwrmwXiA98>

**Last Date to register: July 15<sup>th</sup> 2022**



<http://dcac.du.ac.in/>



[fdpdcac@gmail.com](mailto:fdpdcac@gmail.com)



# ABOUT DCAC

**Delhi College of Arts & Commerce (DCAC)**, a premier institution of higher learning, is a constituent college of the Delhi University. Established in 1987, Delhi College of Arts & Commerce (DCAC) has achieved a reputation for nurturing and promoting excellence. Over the years, the college has made remarkable progress in the fields of both academic and extra-curricular activities. DCAC has emerged as one of the most sought-after colleges in the University of Delhi. The immensely talented and highly committed faculty members of the college are actively engaged in shaping young minds and generating new knowledge through research. The college has also been making various efforts and initiatives to integrate cross cutting issues as gender, climate change, environmental education, human rights, ICT, etc. through various cells, societies and community outreach programmes. The college offers various reputed courses such as B.Com(Hons), B.Com(Prog), BA (Hons.) Journalism, various add on and self-financed courses, etc.

## About Department of Commerce

**The Department of Commerce**, formally set up as a separate entity in 1967, has imbibed the DSE tradition of exploring new frontiers of knowledge and innovation in academics. In its history spanning over five decades, it has redefined commerce education in the country. The Department has the legitimate claim and pride of being the premier institution in India for course curriculum development, teaching and researches in Commerce discipline. The rapid growth of the Department of Commerce is reflected in its expansion as well as novelty in its academic programmes.

## ABOUT BUSINESS RESEARCH PLASMA

**Business Research Plasma** conceptualizes a mission that every researcher will float as an organelle of research within this plasma. As the plasma runs and supports different cellular structures in the biological beings, in the similar manner, here in also this plasma will make us float collectively in the field of Business and Social Sciences as a synergistic blend aimed at actual and meaningful contribution towards the social and pragmatic goals of Business.

# Resource Person



**Prof. Rishi Raj Sharma**

Professor & Associate Dean in Department of Business Management, Guru Nanak Dev University, Gurdaspur

## ABOUT THE PROGRAMME

This course will teach the fundamentals of advanced research techniques using IBM SPSS, AMOS and Smart PLS. The participants will become familiar with SPSS interface, tools, and different practical illustration features. They will get access to a strong programme that will aid in the advancement of research and ideas. Some basic techniques related to SPSS, AMOS and Smart PLS. In order to deal with the various intricacies of scale development, validation and model Building will be explained. It will facilitate building more accurate attitudinal and behavioral models that represent complicated interactions than typical multivariate statistics approaches.

The participants will be trained through theoretical and practical exposure in order to equip them with the expert knowledge with regard to following techniques: -

- By the use of data reduction techniques, the knowledge will be transferred with regard to scale construction and refinement.
- The participants will be equipped with the knowledge of CFA to ensure the reliability and validity of the Scale hence, confirming the scale items.
- The hypothetical model construction leading towards conceptualization of the model.
- The use of Smart PLS, the technique of Structural equational modelling, the path model will be constructed and validated.
- Finally, the higher order effects of mediation and moderation will also be explained to equip the participants towards comprehensive learning of model development and validation

# PROGRAMME SCHEDULE

Day	Session I 10:00 to 11:30 am	Session II 12:00 to 1:30 pm	Session III 2:15 to 4:00 pm
Day 1	Inaugural Session	Introduction to different Research techniques w.r.t Multivariate Analysis	Scaling – Scale construction, purification and refinement
		<i>Session Expert</i>	<i>Session Expert</i>
Day 2	Data reduction technique using Exploratory factor analysis	Assessing the Measurement Model (Assessing the Reliability & Validity of Constructs); Confirmatory Factor Analysis using AMOS	Assessment of Differences existing in Independent Variables w.r.t Dependent Variables; Profile Mapping (Psychographic/Demographic Profiling); { Application of Discriminant Analysis }
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
Day 3	Introduction to PLS SEM using SMART-PLS; CB SEM v/s VB SEM; Reflective v/s Formative Constructs	Measurement model assessment for Reflective constructs	Measurement model assessment for Formative constructs
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
Day 4	Structural Model Assessments	Mediation analysis and different approaches to mediation analysis	PLS Predict and Importance – Performance Map analysis
	<i>Session Expert</i>	<i>Session Expert</i>	<i>Session Expert</i>
Day 5	Theoretical Framework & Hypothetical Construction; Formulation of Conceptual Model using an Illustration of Technology Acceptance Model	Developing Business Models for Publications in Leading journals like Emerald, Taylor & Francis etc; Adherence to Research Ethics for Quality Impactful Publications.	Valedictory
	<i>Session Expert</i>	<i>Session Expert</i>	

# REGISTRATION DETAILS

- Participants are required to pay the registration fee of Rs. 3,000\*.

Bank details are as follows:

Bank:

Branch:

Type of Account:

Account Number:

IFSC Code:

- Registration for the workshop will be done through the online mode only.
- Participants are required to fill the registration form using the following link <https://forms.gle/xvBwEDgJwrmwXiA98>  
(Please ensure that you have payment proof before filling up the registration form)
- The last date for registration is 15<sup>th</sup> July, 2022.
- Certificates will be provided to the participants on account of successful completion of FDP.
- Further details will be communicated to the registered participants.
- Registration will be on First-Come-First-Serve Basis (Limited seats are available).

\* Includes Welcome-kit, Lunch and Refreshments.

**ELIGIBILITY:** The programme is interdisciplinary and is open to all interested participants. All faculty members (Permanent/ Temporary/ Adhoc/ Guest) and Research Scholars from any university/college are eligible to participate.

\*\*Outstation participants may also apply. However, the college does not offer any accommodation facility.

**Prof. (Dr.) Rajiv Chopra**

Principal

Delhi College of Arts & Commerce

University of Delhi

**Prof. (Dr.) Ajay Kumar Singh**

Head and Dean

Department of Commerce

Delhi School of Economics

University of Delhi

**Convener, IQAC**

**Mr. Srikant Pandey**

**Programme Convener**

**Prof. (Dr.) Rajiv Kumar Goel**

Professor, Department of  
Commerce, DCAC, DU

**Programme Co-convener**

**Prof. (Dr.) Ritu Sapra**

Professor, Department of  
Commerce, Delhi School of  
Economics, DU

## **ORGANISING TEAM MEMBERS**

**Prof. Neeru Kapoor**

**Dr. Kishor Kumar**

**Dr. Rishabh Gupta**

**Dr. Sangeeta Gupta**

**Ms. Akanksha Garg**

**Dr. Sarthak Gupta**