

Registration Fee

Registration Fee: Rs. 1500/- per participant

The fee includes kit, Working Lunch and refreshments. At the end of the programme, each participant will be awarded a certificate. There are Limited 40 seats for the programme and will be filled on 'First Come First Serve' basis.

Last date of receipt of duly filled Registration forms along with the Registration Fee: Aug 31st 2018.

Fees can be paid in cash during working hours of the institute or through Demand Draft in favour of Convener, SEMMBA-2018, YOGI VEMANA UNIVERSITY', Payable at SBI, YVU Branch, KADAPA
Online transfers may be made through NEFT/RTGS
AC NO. 37855807519, SBI, YVU Branch, Kadapa
IFSC Code: SBIN0010109
Spot Registration Rs. 2000/-

Registration Form

Participants Name _____

Designation: _____

Organization: _____

DD No & Date _____

Bank: _____

Do you want accommodation: Yes/No

Accommodation will be provided in YVU Guest House on prior request with extra payment.

Signature _____ Date _____

REGISTRATION LINK:

<https://goo.gl/forms/BJLlsgASnEvVbvt2>

CHIEF PATRON

Prof. ATTIPALLI RAMA CHANDRA REDDY

Honorable Vice Chancellor,
Yogi Vemana University, Kadapa

PATRONS

Prof. K.CHANDRAIAH
Registrar, YV University

Prof. G. GULAM TARIQ
Principal, YV College

ORGANIZING COMMITTEE

Prof. S. Raghunatha Reddy,
Dean, School of Commerce, Law and Management

Prof. T. Sreenivas, BOS Dept. of MBA

Dr. B. Gangaiah, Coordinator, Dept. of MBA

Dr. A. Amruth Prasad Reddy, Asst. Professor

Dr. S. Subbareddy Asst. Professor

Academic Consultants

CO-CONVENERS

Dr.P.V. Varaprabhakar

Asst. Professor

Dr.S.V. Subbareddy

Asst. Professor

TREASURER

Dr. P. Saritha

Asst. Professor

Cell: 9440988045

CONVENER

Dr. Y. SUBBARAYUDU

Assistant Professor

Department of Business Management,
Yogi Vemana University, Kadapa 516005, AP
Cell No- 9440883050; 8985113659

Yogi Vemana University
Vemanapuram, Kadapa



3-Day National Workshop

on

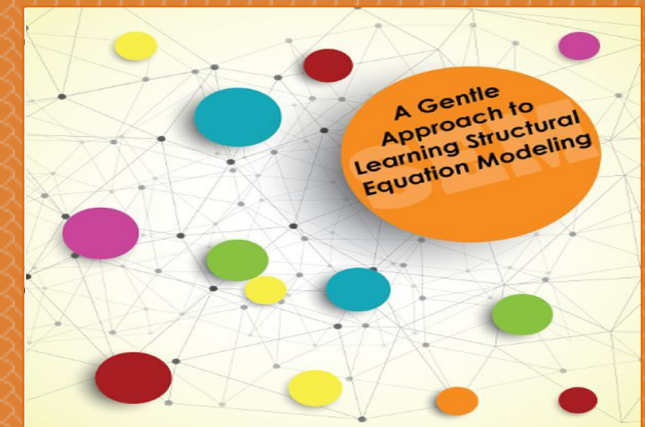
STRUCTURAL EQUATION MODELING

Organised by

Department of Business Management,
Yogi Vemana University, Kadapa 516005, AP

On

7th, 8th and 9th September, 2018



ABOUT THE UNIVERSITY

As an Emerging Premier State Varsity dedicated to Teaching, Research and Service Yogi Vemana University came into existence by the Act of the Andhra Pradesh State Legislative Assembly with effect from March 9th 2006. Named after a renowned philosopher- thinker, poet, sage and yogi, Vemana, Yogi Vemana University, is a blessing and boon for the students and researchers of the backward Rayalseema region in general and Y.S. R district in particular. The university is situated about 15 kms away from the historic Kadapa City on the Kadapa -Pulivendula road amidst serene surroundings and has a sprawling campus of about 700 acres. With a humble beginning, the university made rapid strides towards overall development and has sufficient infrastructural facilities such as buildings with academic ambience, library, modern science and research laboratories equipped with sophisticated instruments, Super Computer facility, Agri-Science Park, spacious hostels, gym, daycare centre, Botanical Garden and a vast playground. In tune with the contemporary societal, scientific and technological needs the university with 27 departments is offering conventional and inter-disciplinary courses in basic and applied sciences, humanities, social sciences and management.

ABOUT THE DEPARTMENT

The Department of Business Management is started at the erstwhile SVU PG Centre, Kadapa in the year 2003 to offer two year full-time Master's Degree in "Business Administration" with four semesters on self-supporting basis and regularized in the year 2009. The Department is imparting Business and Management Education at post graduation level with two streams of MBA and MBA HR. The course is designed to sensitise and appreciate the role and responsibilities of a Manager in a fast changing business environment both at the national and Global level. The programme basically aims at the developing a sound theoretical base in various concepts and theories to enable the students to develop a broad perspective in the area of Management.

ABOUT THE WORKSHOP

Structural Equation Modeling (SEM) is a very versatile and powerful method for modeling and testing complex relationships among multiple variables. With the availability of powerful computers and user friendly software, SEM has become accessible to the researchers in social sciences. Skills to conceptualize represent and test complex models are no more a luxury, but an essential competence for aspiring researchers. Structural Equation Modeling is a combination of factor analysis and regression analysis, specifying the observed variables and the unobserved/latent variables with their errors in measurement that are not observed in many multivariate analyses. It is a family of techniques that covers factor analysis, path analysis, regression models, and change analysis.

THEMES TO BE COVERED IN THE WORKSHOP

- Introduction to Research and Data analysis
- Hypotheses formulation & Testing
- Simple and Multiple Regression
- Scale development process
- Introduction to Structural Equation Model
- Exploratory and Confirmatory Factor analysis
- SEM using SPSS Amos
- Theoretical contribution and publishing process for a reputed international journal

Who can attend

Academicians, Practitioners, Research Scholars, anyone who wants to develop a holistic view on the advanced statistical tools and its interpretation in Social Sciences

Note: Accommodation will be provided on payment basis in the University Guest House with limited facilities for those who want to stay in the campus during the programme.

RESOURCE PERSONS

PROF. B. RAJA SHEKHAR, The Dean has a commendable track record in the field of higher education as an academic

and academic administrator. He authored and edited books in the areas of consumer protection, Supply Chain Management and Quality Management. He published about 70 research papers in reputed international and national journals. He is a specialist in the area of service quality and has been doing extensive research in various issues of service quality. Prof.



Shekhar is visiting faculty to various Training Institutions, which include UGC-Human Resource Development Centers, National Institute of Rural Development & Panchayati Raj, Dr. Marri Channa Reddy Human Resource Development Institute of AP, National Institute of Agricultural Extension Management, Indian Institute of Public Health etc.. To know more about his work, visit www.profbrajashshekhar.in



DR. SUBRAHMANYAM A. Working as assistant Professor in GITAM school of international Business GITAM University, Visakhapatnam. He has eight years of experience in Teaching and Industry. He is having expertise in Structural Equation Modeling and Scale development. His teaching and research interests include services and Relationship Marketing. He has presented papers in various conferences held in India and abroad and published papers Scopus and Australian business Deans council (ABCD) indexed journals.

DR. MURUGAN P is working as an Assistant Professor in School of Management Studies, University of Hyderabad (UoH), Hyderabad. Before joining UoH he worked as a Data Analyst at Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli. He has a passion for Research and he has been a resource person for several workshops and FDP programs held at many universities and B-Schools in India. He is having expertise in Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Covariance and Partial Least Square based Structural Equation Modeling, Latent Profile Analysis, and Item Response Theory. His papers are published in Thomson Reuter's impact factor journals (Social Science Citation Index). He also has presented papers at many international and national level conferences.

