



EdMaestro
Academy

JUNE 2026 ONLINE WORKSHOPS

WS1

PLS-SEM & CB-SEM
with SmartPLS
(Free 1 month license of SmartPLS4)

8th - 12th June 2026

6:30 - 8:30 PM

Last date of registration: 5th June 2026

WS2

Practical Skills for Academic
Writing & Publishing
(Manuscript drafting, referencing with Mendeley,
journal selection, and framing review response)

24th - 25th June 2026

6:30 - 8:30 PM

Last date of registration: 23rd June 2026

Discounted fee for participants registering in both workshops

REGISTRATION FEE

Indian Residents:

Only WS1: INR 1600

Only WS2: INR 600

Both Workshops: INR 2000

Foreign Participants:

Only WS1: USD 35

Only WS2: USD 20

Both Workshops: USD 45

Scan QR to make UPI payment

(UPI through credit cards not accepted)



Paytm / Gpay / Phonepe to 9310930533

Register at:

<https://forms.gle/HoKjcdCfa6hQ6gA49>

Bank Transfer can be done to:

Anubhuti Dwivedi

Account No.: 10264147165

IFSC: IDFB0021526

PayPal link for USD payments:

<https://paypal.me/edmaestroacademy>

(If PayPal is not available in your country, WhatsApp us for assistance)

For any queries contact us on +91 9310930533 or info@edmaestro.in

STRUCTURAL EQUATION MODELING (PLS-SEM & CB-SEM) WITH SMARTPLS

Free Resources: i) 1 month SmartPLS4 Professional License Key

ii) Recorded Sessions with Reference Material on Advanced Multimethod Techniques & Robustness Checks

8th – 12th June 2026, 6:30 – 8:30 PM (Online)

Registration Deadline: 5th June 2026, 6 PM (IST) (please follow the deadline to avail license key)

Day 1 Introduction to SEM

- Principles of SEM & Difference between CB-SEM and PLS-SEM
- Evaluating Multivariate Normality using "WebPower", G*power for Sample Size
- Structural & Measurement Model Specifications - Reflective and Formative Constructs
- Installing and getting familiar with the interface of SmartPLS

Day 2 Measurement Model Assessment

- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Common Method Bias - Meaning, Measures to avoid CMB, Full Collinearity Test
- Measurement Model - Reflective (Reliability, Convergent & Discriminant Validity)
- Measurement Model - Formative (Redundancy, Collinearity, Outer weights)

Day 3 Structural Model Assessment

- Structural Model Assessment - Collinearity, Path Coefficients, Model Fit, Explanatory Power - R^2 , Effect size - f^2
- Mediation Analysis - Full & Partial Mediation, Parallel Mediation, Serial Mediation
- Predictive Power - PLS Predict (Q^2), CVPAT

Day 4 Moderation, MGA, Higher Order Models

- Moderation - Interaction & Conditional Effects, Simple Slope Analysis
- Multi Group Analysis (MGA), MICOM
- Higher Order Models - When to use, Types of HOC
- Estimating Higher Order Models - Two Stage & Repeated Indicators Approach

Day 5 CB-SEM & Recorded Module Doubt Clearing

- Measurement Model - Confirmatory Factor Analysis
- CB-SEM Structural Model
- Higher Order CB-SEM Model
- Doubt clearing for recorded videos

Free Recorded Videos with Reference Material & Doubt Clearing on Day 5

S1: Multimethod Techniques (IPMA, NCA, cIPMA)

S2: Robustness Checks (Non-linear Effects, Unobserved Heterogeneity - FIMIX, PLS-POS, Endogeneity - Gaussian Copula)

RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academican and entrepreneur with 25 years of experience in teaching, consulting, and research. She is a doctorate in Economics and double post graduate in Economics & Management with strong background of Mathematics, Statistics and Economics in graduation. She has worked as Dean / Director of various reputed institutions during her illustrious academic career leading their academic, research, and administrative processes. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, MAXQDA, NVivo and RStudio. She has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS-SEM and is certified by MAXQDA Academy as Proficient MAXQDA User. She is also a certified Mendeley Advisor. Her publications include 6 books and multiple research papers including those in Scopus Q1, Q2 and ABDC-A, B category journals along with cases published by Case Centre, U.K. and book chapters in Emerald & IGI Global publications. Her research project on Digital Payments Adoption in India was funded by New York University, U.S. and NSE, India. She is on the editorial board and reviewer panel of reputed journals and is a research mentor to numerous scholars. She is also trained from Entrepreneurship Development Institute of India in entrepreneurship mentoring, and is an IBM certified Design Thinking Practitioner. She holds specializations in Advanced Excel and Virtual Teaching from International Universities and has been awarded with The Women of Excellence Award by Business View and recognized as one of the 10 most influential women leaders in Indian Education by Higher Education Digest. She has conducted training sessions for various prestigious institutions like SRCC, University of Delhi; GLA University; Jaipuria Inst. of Mgt., Jaipur; Auro University, Gujarat; VVM, Goa and many others.

E-Certificate, Reference Material, Data Sets, Recordings (1 year access), EdMaestro Research Forum membership for continued guidance

Indian Participants Fee: INR 1600

UPI payment to 9310930533 OR QR Code:

IMPS to ANUBHUTI DWIVEDI

Acc. 10264147165 (IFSC IDFB0021526)

Foreign Participants Fee: USD 35

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REGISTER HERE:

<https://forms.gle/HoKjcdCfa6hQ6gA49>

Last date for registration: 5th June 2026

Registration Fee once paid is non-refundable

UPI payment should not be through credit card

Contact: +91 – 9310930533 ; Email: info@edmaestro.in

PRACTICAL SKILLS FOR ACADEMIC WRITING AND PUBLICATION

Mastering the art of manuscript drafting, referencing, journal selection, and review response

24th – 25th June 2026, 6:30 – 8:30 PM (Online)

Objective of this workshop is to equip the participants with the requisite knowledge and skills for:

- Writing thesis & quality research papers to match Scopus/WoS/ ABDC journal standards
- Organizing the thesis / paper into various chapters / sections with appropriate subheads
- Ethical and effective use of AI for academic writing and journal selection process
- Drafting proper cover letter and response to reviewers for journal paper submissions
- Citing and referencing in required styles - APA, MLA, Harvard, IEEE, and others
- Managing and formatting references, and collaborating with co-authors using Mendeley
- Selecting appropriate journal for your paper and identifying cloned/predatory journals

RESOURCE PERSON

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Day 1	<p>Writing quality thesis and impactful research papers for Scopus/ ABDC/ WoS Journals</p> <ul style="list-style-type: none"> ➤ Framing the outline and arranging required content section wise: well-begun is half done ➤ Time management: delay means rejection probability multiplied ➤ Managing word count for journals: tips to pack deeper analysis into fewer words / tables ➤ Using ChatGPT to assist in refining the manuscript draft ➤ Drafting cover letter for journal editor: voluntary but extremely important ➤ Drafting response / rebuttal letters for reviewers: essential to avoid rejection post review
Day 2	<p>Citations and Referencing: Key to avoid desk rejection</p> <ul style="list-style-type: none"> ➤ Creating in text citation (parenthetical & narrative), reference list & bibliography ➤ Understanding key points to be considered in citation styles like APA, Harvard, MLA, etc. ➤ Using Mendeley: adding & managing references, changing reference formats as per journal requirements, keeping notes of your literature, sharing references with co-authors <p>Practical guidelines for journal selection and identification of cloned / predatory journals</p> <ul style="list-style-type: none"> ➤ Downloading Scopus, ABDC excel list and using filter / sort for journal selection ➤ Using ChatGPT for journal identification, comparison, and selection ➤ How to identify fake impact factors / cloned journal sites / predatory journals

Mendeley is free software, installation instructions will be shared

Key Takeaways: E-Certificate, Reference Material, Recordings (1 year viewing access), EdMaestro Research Forum Membership for query solving any time after the workshop

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