



**EdMaestro Private Limited**

Training & Consulting Company (registered under MCA and Ministry of MSME, Govt. of India)

## ONLINE WORKSHOPS

April 2024 (India Time)

WS1

Essentials of Research  
Methodology &  
Hypothesis Testing

21<sup>st</sup> April 2024

10:30 AM - 4:30 PM

WS2

Structural Equation  
Modelling with  
SmartPLS4

22<sup>nd</sup> - 26<sup>th</sup> April 2024

6:30 PM - 8:30 PM

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### REGISTRATION FEE

*Indian Residents:*

*Only WS1: Rs. 750*

*Only WS2: Rs. 1850*

*Both Workshops: Rs. 2150*

*Foreign Participants:*

*Only WS1: USD 15*

*Only WS2: USD 35*

*Both Workshops: USD 40*

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Register at: <https://forms.gle/zrqjfLE5QEspR3vG7>

**Contact Us**

**Email: [info@edmaestro.in](mailto:info@edmaestro.in)**

**Call / WhatsApp: +91 9310930533**

### REGISTRATION FEE

Indian Participants: Rs. 750/-  
 Foreign Participants: USD 15

### PAYMENT MODE

Bank Transfer to:  
 EdMaestro Private Limited  
 A/c No. 126705001961  
 IFSC: ICIC0001267  
 SWIFT: ICICINBBNRI (for  
 international payments)

UPI Payment (Paytm / Gpay/  
 PhonePe / Any Bank UPI) to:  
 edmaestro@icici  
 or 9310930533

Paypal link (for Foreign  
 Participants only):  
 paypal.me/edmaestroindia

### REGISTRATION LINK

<https://forms.gle/zrqiJLE5QEspR3vG7>

### IMPORTANT TO NOTE

Limited seats to be filled on  
 FCFS basis

E-Certificates and Session  
 Recordings (2 months access)  
 will be provided to all  
 participants.

Practice Data Sets and Study  
 Material will be shared with the  
 participants.

Fee once paid is non-refundable

### CONTACT US

Call / WhatsApp: 9310930533

Email: [info@edmaestro.in](mailto:info@edmaestro.in)

## Online Workshop

# Essentials of Research Methodology & Hypothesis Testing

21<sup>st</sup> April 2024

10:30 AM – 4:30 PM (IST)

### WORKSHOP OBJECTIVES

The prime objective of this workshop is to equip the participants with the requisite knowledge and skills for:

- Identifying the right research problem and building the research framework
- Determining appropriate sampling technique and sample size
- Proper designing of questionnaires for avoiding reliability and validity issues
- Data cleaning, editing, and coding / reverse coding using MS-Excel
- Selection of appropriate data analysis techniques as per objectives
- Comprehending the basics of hypothesis testing and related statistics
- Darwing inferences and conclusions from the results of significance testing

**Dr. Anubhuti Dwivedi**  
 RESOURCE PERSON

**Dr. Anubhuti Dwivedi** is an academican and entrepreneur with 22 years of experience in teaching, consulting, and research in the area of Economics, Finance, Strategy, Behavioural Sciences and Entrepreneurship. 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 Head of various reputed institutions during her academic career leading their quality transformation and accreditation processes. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, DEAP, DPIN, MaxQDA, NVivo and RStudio. She is a certified Mendeley Advisor and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS-SEM. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus and ABDC indexed journals. She has successfully completed a research project funded by New York University, U.S. and National Stock Exchange, India. She is on the editorial board of various 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. She 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.

### WORKSHOP SCHEDULE

Time	Topics
10:30 AM - 11:45 AM	Problem Identification and selecting the main topic for research Literature Review –keyword search using Google Scholar and other databases Designing Research Framework based on Theory and contextual logic Identifying Research Questions and Framing Objectives Developing Hypotheses – Null & Alternative (Directional and Non-directional)
12:15 PM - 1:30 PM	Sampling Techniques and Sample Size determination Measurement & Scaling – Difference between Nominal, Ordinal, Interval and Ratio Scales Designing a proper Questionnaire to avoid Reliability & Validity Issues, Calculating Cronbach's Alpha in Excel
2:30 PM - 4:30 PM	Basics of Hypothesis Testing – Level of Significance and Confidence Intervals One tailed and Two tailed tests, Type I and Type II Errors Drawing inference from test results and deriving conclusions from the inference Introduction to Major Techniques of Data Analysis and their application as per research objectives Data Preparation using Excel – Missing Value treatment, Removing Disengaged Responses and Outliers, Coding and Reverse Coding, Making Dummy Variables

## ONLINE WORKSHOP

### Structural Equation Modelling with SmartPLS 4

2 months License Key\* of SmartPLS 4 as additional support from SmartPLS GmbH, Germany

22<sup>nd</sup> – 26<sup>th</sup> April 2024

6:30 – 8:30 PM (India)

#### Day 1 Introduction to SEM

- Principles of SEM & Difference between CB-SEM and PLS-SEM
- Building Theory based models for Research Papers and Thesis
- Evaluating Multivariate Normality using "WebPower", G\*power for Sample Size
- Structural & Measurement Model Specifications - Reflective and Formative Constructs

#### Day 2 Measurement Model

- Installing and getting familiar with the interface of SmartPLS
- Common Method Bias, Confirmatory Tetrad Analysis
- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Measurement Model Assessment - Reflective, Formative

#### Day 3 Structural Model & Mediation

- Structural Model Assessment - Collinearity, Path Coefficients & Explanatory Power
- How to report results,  $R^2$ , Effect size -  $f^2$ , SRMR,  $Q^2$ - PLS Predict, CVPAT, IPMA
- Mediation Analysis - Full & Partial Mediation, Parallel Mediation, Serial Mediation

#### Day 4 Moderation, MGA, PROCESS & NCA

- Moderation Analysis - Continuous Moderation Interaction Effect & Slope Analysis
- Categorical moderators - Binary & Multiple categories - Interaction Effect
- Multi Group Analysis (MGA) and Measurement Invariance using MICOM
- PROCESS - Moderated Mediation, Moderated Moderation, Control Variables
- Necessary Condition Analysis (NCA)

#### Day 5 Higher Order Models & CB-SEM

- Higher Order Models - When to use, Types of HOC
- Higher Order Models Estimation - Repeated Indicators and Two-Stage Approaches
- CB-SEM in SmartPLS 4

#### RESOURCE PERSON

**Dr. Anubhuti Dwivedi** is an academican and entrepreneur with more than 22 years of experience in teaching, consulting, and research in the area of Economics, Finance, Strategy, Behavioural Sciences and Entrepreneurship. 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 Head of various reputed institutions during her academic career leading their academic delivery, research & quality transformation as the Dean / Director. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, DEAP, DPIN, MaxQDA, NVivo, and RStudio. She is a certified Mendeley Advisor and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus and ABDC indexed journals. She has successfully completed a research project funded by New York University, U.S. and National Stock Exchange, India. She is on the editorial board of various 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 reputed International Universities. She 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.

Indian Participants Fee: INR 1850

Bank UPI/Paytm/GPay/PhonePe to [edmaestro@icici](mailto:edmaestro@icici) or 9310930533

IMPS to EDMAESTRO PRIVATE LIMITED

Acc. 126705001961 (IFSC ICIC0001267)

Registration Link: <https://forms.gle/zrqjLE5QEspR3vG7>

\* EdMaestro is not charging any fee for the license key and is not accountable for its functionality in case of any unforeseen issues. We also do not possess technical expertise in the software and participants need to contact [support@smartpls.com](mailto:support@smartpls.com) themselves for any technical issues in software installation or functioning arising during or after the workshop.

Foreign Participants Fee: USD 35

PayPal to: [paypal.me/edmaestroindia](https://www.paypal.me/edmaestroindia)

Bank Transfer to EDMAESTRO PRIVATE LIMITED

Acc. 126705001961 (SWIFT: ICICINBBNRI)

Registration Fee once paid is non-refundable

E-Certificates for All Participants

Session Recordings, Practice Data-Sets & Study Material for reference

Self-Assessment Quiz for all Modules with display of correct answers

**SPECIAL FORUM MEMBERSHIP FOR GUIDANCE AND QUERY SOLVING AFTER THE WORKSHOP FOR ALL PARTICIPANTS**

Contact: +91- 9310930533

Email: [info@edmaestro.in](mailto:info@edmaestro.in)

Website: [www.edmaestro.in](http://www.edmaestro.in)