

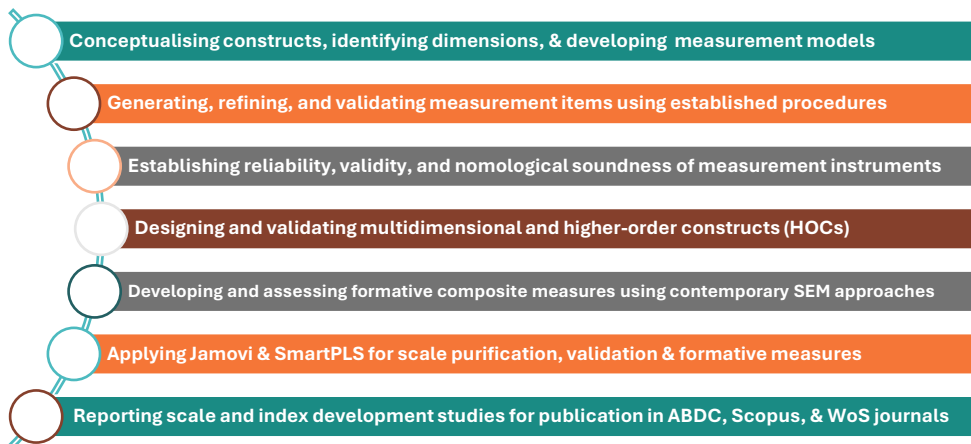


REFLECTIVE SCALE & FORMATIVE INDEX DEVELOPMENT

from construct conceptualisation to validating measurement instruments using JAMOMI and SmartPLS

8th – 10th July 2026, 6:30 – 8:00 PM (Online)

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



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.

Day 1	Construct Conceptualization and Measurement Design ➤ Understanding constructs, dimensions, indicators, scales, and indices ➤ Reflective versus formative measurement: conceptual foundations and decision criteria ➤ Developing multidimensional constructs and higher-order constructs (HOCs) ➤ Identifying dimensions through literature review and qualitative exploration ➤ Item generation using deductive, inductive, and mixed approaches ➤ Content validation using expert judgement ➤ Assessing CVR, I-CVI, S-CVI, and Modified Kappa
Day 2	Reflective Scale Development and Validation using JAMOMI & SmartPLS ➤ Pilot testing and questionnaire refinement, Item reduction and scale refinement strategies ➤ Exploratory Factor Analysis (EFA): factor extraction, retention, & purification (Eigen value & Parallel Analysis) ➤ Reliability assessment using Cronbach's Alpha, McDonald's Omega, and Composite Reliability ➤ Confirmatory Factor Analysis (CFA) and measurement model specification ➤ Establishing convergent validity and discriminant validity ➤ Assessing Common Method Bias (CMB) – Harman Single Factor, Marker Variable, Full Collinearity Methods ➤ Nomological validity and overall scale validation
Day 3	Formative Index Development & Validation using SmartPLS, Higher-Order Construct Design ➤ Logic of formative measurement, Scale versus index: conceptual and methodological differences ➤ Developing formative constructs and composite indices ➤ Indicator selection and theoretical justification ➤ Content validation of formative indicators and dimensions ➤ Formative measurement model assessment ➤ Designing reflective–reflective, reflective–formative, formative–reflective, and formative–formative HOCs ➤ Determining appropriate higher-order construct specifications ➤ Publication guidelines for scale and index development research

JAMOMI is free software, installation instructions will be shared
2 weeks SmartPLS professional license will be provided free as support from SmartPLS*

Contact: +91- 9310930533

Email: info@edmaestro.in

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

Indian Participants Fee: INR 800

Paytm/GPay/PhonePe to 9310930533 OR QR:

IMPS to ANUBHUTI DWIVEDI

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REGISTER HERE:

<https://forms.gle/HoKjcdCfa6hQ6gA49>

Last date of registration: 7th July 2026

Foreign Participants Fee: USD 25

PayPal to: <https://paypal.me/edmaestroacademy>

Registration Fee once paid is non-refundable

UPI payment through credit card not accepted

*Participants must follow SmartPLS fair use policy as mentioned on SmartPLS website. EdMaestro is not charging any fee for the license key and is not accountable for its functionality in case of any unforeseen issues. We do not possess technical expertise in software functioning and participants need to contact SmartPLS support themselves for any technical issues.

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