

EdMaestro

Imparting Expertise

presents

EdMaestro Academy's
JULY 2025 WORKSHOPS

WS1

Essentials of
Research Methodology &
Hypothesis Testing
(with Data Preparation in Excel)

27th July 2025

10:30 AM - 4:30 PM

WS2

Structural Equation
Modelling with SmartPLS
(Free 2 month license sponsored by
SmartPLS, Germany)

28th July - 1st Aug 2025

6:15 - 8:30 PM + QnA

(Attend WS1 at 50% discount by enrolling for both workshops)

WS1 is recommended as a preparatory course to understand the basics of research methodology, questionnaire designing & data preparation for applying SEM and other data analysis techniques effectively

Register at: <https://forms.gle/dgh6jntfrW8Y46pq8>

REGISTRATION FEE

Indian Residents:

Only WS1: INR 850

Only WS2: INR 1950

Both WS1 & WS2: INR 2375

(@50% discount on WS1)

Foreign Participants:

Only WS1: USD 20

Only WS2: USD 40

Both WS1 & WS2: USD 50

Contact Us

Email: info@edmaestro.in

Call / WhatsApp: +91 9310930533

REGISTRATION FEE

Indian Participants: INR 850

Foreign Participants: USD 20

PAYMENT MODE

UPI Payment to UPI ID:

edmaestro@icici

UPI through cards not accepted



Bank Transfer to:

EDMAESTRO PRIVATE LIMITED
A/c No. 126705001961
IFSC: ICIC0001267
SWIFT: ICICINBBNRI

Paypal link:

paypal.me/edmaestroindia
(USD payment only)

REGISTRATION LINK

<https://forms.gle/dgh6jntfrW8Y46pg8>

IMPORTANT TO NOTE

E-Certificates, Recordings (1 year viewing access) & Study Material will be provided

Complementary membership of EdMaestro Research Forum for collaboration and query solving any time after the workshop

Practice Dataset will be shared

CONTACT US

Call / WhatsApp: 9310930533

Email: info@edmaestro.in

EdMaestro Academy's Online Workshop

WS1: Essentials of Research Methodology & Hypothesis Testing

27th July 2025

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
- Drawing 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



EdMaestro Academy

IMPARTING EXPERTISE

A Unit of EdMaestro Private Limited

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

5 DAYS ONLINE WORKSHOP

WS2: Structural Equation Modelling with SmartPLS 4

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

28th July – 1st Aug 2025

6:15 – 8:30 PM (India) + Daily query session

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
- Installing and getting familiar with the interface of SmartPLS

Day 2

Measurement Model

- Common Method Bias, Confirmatory Tetrad Analysis
- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Measurement Model Assessment - Reflective (Reliability, Convergent & Discriminant Validity)
- Measurement Model Assessment - Formative (Redundancy, Collinearity, Outer weights)

Day 3

Structural Model, Mediation

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

Day 4

Moderation, MGA, IPMA

- Continuous Moderators - Interaction & Conditional Effects, Simple Slope Analysis
- Categorical Moderators (Binary, Multiple Categories) - Interaction Effect
- Multi Group Analysis (MGA) and Measurement Invariance using MICOM
- Importance-Performance Map Analysis (IPMA)

Day 5

Higher Order Models, NCA, CB-SEM

- Higher Order Models - When to use, Types of HOC
- Higher Order Models Estimation - Repeated Indicators and Two-Stage Approaches
- Necessary Condition Analysis (NCA)
- CB-SEM in SmartPLS

RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academican and entrepreneur with over 23 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 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. 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 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 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 is also an institutional consultant for NEP implementation, Outcome Based Education and Accreditation of HEIs and has conducted training sessions on research methods, NEP and entrepreneurship for various prestigious institutions like SRCC, University of Delhi; GLA University, Mathura; Jaipuria Inst. of Mgt., Jaipur; BSSIAS, Bhopal; Auro University, Gujarat; VVM, Goa; J.C. Bose University, Haryana; and Acropolis, Indore among others.

Total Course: 30 hours (Live sessions: 15hrs, Readings: 7hrs, Practical Assignments: 7hrs, Quiz: 1hr)

Indian Participants Fee: INR 1950

Bank UPI/Paytm/GPay/PhonePe to edmaestro@icici

IMPS to EDMAESTRO PRIVATE LIMITED

Acc. 126705001961 (IFSC ICIC0001267)

Registration Link: <https://forms.gle/dgh6jntfrW8Y46pq8>



Foreign Participants Fee: USD 40

PayPal to: paypal.me/edmaestroindia

SWIFT code for Bank Transfer: ICICINBBNRI

Registration Fee once paid is non-refundable

UPI through credit cards will not be accepted

* 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 themselves for any technical issues in software installation or functioning arising during or after the workshop.

E-Certificates of course completion, Study Material, Practical Assignments

Session Recordings (1 year viewing access)

Self-Assessment Quiz with display of correct answers and Grade Sheet (Optional)

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

Contact: +91- 9310930533

Email: info@edmaestro.in

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