

National Workshop on Scale Development for Research in Social Sciences

27-29 March 2020

Faculty of Business Studies
DAV University, Jalandhar, Punjab

www.davuniversity.org



Scale Development

Researchers have to measure the constructs for testing theories. Measuring the variables is a must before finding any meaningful relationships between these variables. Measurement is the foundation of all research in social sciences. The researchers have to use available standardized scales for measuring the constructs. Many a time, the scales are not available for specific constructs or specific contexts. In these situations, the researcher has no option but to develop a scale for his/her study. There are specific strategies for developing these measures. The researcher has to clearly understand the importance of theory, dimensionality, reliability, validity, and psychometric procedures for scale development.

Learning Objectives

- Developing and validating measurement scales for conducting research in social sciences.
- Understanding the construct definition and the role of theory
- Understanding construct dimensionality
- Understanding the process of item generation and content validity
- Learning to develop an effective questionnaire for data capturing
- Designing the study to develop and refine the scale
- Testing the psychometric properties through EFA and CFA

Who Should Attend

- ✓ Faculty in Commerce, Management, Sociology, Psychology, Education, Economics, Political Science and other social science departments in colleges/universities
- ✓ Research Scholars in social sciences who are currently working on their dissertation
- ✓ JRFs and NET cleared candidates who want to join Ph.D. in Social Sciences
- ✓ Industry professionals interested in scale development

Venue and Timing

Date: 27 - 29 March 2020, starts at 9:00 a.m.

Venue: AD-201 Business Development Centre, Faculty of Business Studies, DAV University

Certificate of Participation

DAVU will issue certificates to the successful participants.

About the Organisers

DAV University at Jalandhar traces its roots to the legacy that has been reforming and redefining India's educational scenario for 133 years. The University is the culmination of the movement that started with the founding of the first DAV institute to propagate the ideals of the religious and social reformer Swami Dayanand Saraswati. DAV University is a multi-disciplinary institution, home to faculties of engineering, languages, commerce & business management, sciences, agricultural sciences and physical education. The University encourages interdisciplinary studies and believes that all areas of study can inform and enrich each other. Since DAV University aims academic excellence, its curriculum conforms to that of the world's very best

universities. This institution is set to become a global hub in education, research and placement of the students.

Faculty of Business Studies, DAVU is hosting this event. It includes three schools:

- *DAVU School of Business (DSB)* offering MBA and BBA
- *DAVU School of Commerce (DSC)* offering M.Com, B.Com and B.Com (Honors)
- *DAVU School of Economics (DSE)* offering B.Sc (Eco) and M.Sc (Eco)

About the Resource Persons



Sandeep Vij, Ph.D.

Dr. Vij is Associate Professor at Department of Commerce & Business Management (CBM) and Head of Consultancy Cell, DAV University, Jalandhar. He was earlier Associate Professor & Deputy Dean, Department of Management at Lovely Professional University and headed the domain of International Business, Retail and Strategy. He has more than 24 years of experience in academics, research and industry. After completing his doctorate in Marketing from G.N.D.U., he specialized in Strategic Management from Strategic Management Forum (SMF) based at Indian Institute of Management, Lucknow. He teaches Strategic Management and conducts

workshops on Entrepreneurship & Business Plan, Business Research Methods, Case Study Method and Business Simulation. He has attended FDPs at IIMB, MDI, IIFT, IIMC, IIMK, MDI and IIML under Management Teachers Program of SMF. He is a passionate researcher and has presented papers and case studies in reputed national and international conferences, published 35 research papers (including 6 in SCOPUS indexed journals and 4 in ABDC journals). His research is focused in the areas of Entrepreneurship, Family Business Management, Performance Management and Knowledge Management. He is a reviewer for many research journals of repute e.g. International Journal of Productivity and Performance Management, Management Research Review, Journal of Applied Research in Higher Education, Journal of Information and Knowledge Management, Entrepreneurship Research Journal etc. He has handled advanced business simulation games like Marketplace, CESIM, GoVenture and Smartsims. He is a consultant to many SMEs and Entrepreneurs in Punjab.

He can be reached at: profsandeepvij@gmail.com or sandeep.vij@davuniversity.org M +91 9876045957

How to Participate

- ✓ Interested individuals can fill the registration form at: <https://tinyurl.com/DAVU-SDW>
- ✓ Workshop Fee: Faculty Participant: ₹ 2,000, Research Scholar/ Student: ₹ 1,500
(Fees Include workshop material, tea, and lunch)
- ✓ Participation in the workshop will be limited to 50 participants on first-cum first-serve basis.
- ✓ Last date for applying: March 15, 2020.

Payment Options:

1. Demand Draft :	2. NEFT transfer :	
in favour of Registrar, DAV University, Jalandhar. Payable at Jalandhar.	ACCOUNT NO	32960453224
	ACCOUNT NAME	REGISTRAR, DAV UNIVERSITY, JALANDHAR
	BANK NAME	STATE BANK OF INDIA
	BRANCH	SARMASTPUR, DAV UNIVERSITY, JALANDHAR-144012
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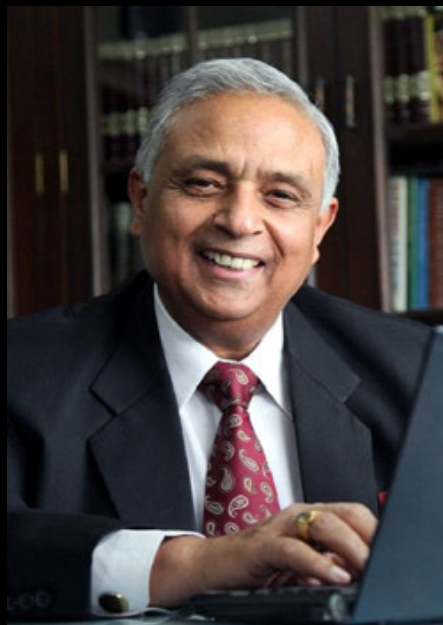
Event Coordinators

Dr. Namrita Kalia
Assistant Professor
Department of Commerce, Business
Management & Economics

Ms. Suman Kumari
Assistant Professor
Department of Commerce, Business
Management & Economics

For any query, Email Id: davuworkshop@gmail.com
Contact: +91 9878889992, +91 9878153154

CHIEF PATRON



Dr. Punam Suri

Padam Shree Awardee

Chancellor, DAV University and President, DAV CMC, New Delhi

PATRONS



Dr. Desh Bandhu Gupta
Vice-Chancellor



Sh. Rajan Gupta (IPS)
Executive Director



Dr. Sushma Arya
Registrar



Dr. Jasbir Rishi
Dean Student Welfare



DAV University, Jalandhar
Jalandhar-Pathankot National Highway (NH44)
Jalandhar-144012, Punjab
www.davuniversity.org

