



**NATIONAL INSTITUTE OF TECHNOLOGY  
TIRUCHIRAPPALLI**



**STRUCTURAL  
EQUATION  
MODELLING (SEM)  
BASIC & ADVANCED  
ANALYSIS**

**DEC 02 - DEC 06, 2019**

**DEPARTMENT OF  
MANAGEMENT STUDIES  
HUMANITIES & SOCIAL SCIENCES  
ARCHITECTURE**

**PROGRAMME COORDINATORS**

**Dr. G. SUBBAIYAN**

Professor, Architecture

**Dr. N. THAMARASELVAN**

Professor, DoMS

**Dr. S. MEKALA**

Associate Professor, HSS

**Dr. P. GOPALAKRISHNAN**

Assistant Professor, Architecture



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### NIT – Trichy overview

The National Institute of Technology (formerly Regional Engineering College) Tiruchirappalli was established as a joint venture of the Government of India and Government of Tamilnadu in 1964 to bring out world-class engineers who will meet the technological needs of the nation. NIT-T has been declared as an institute of national importance by the National Institute of Technology act 2007 by the parliament. NIT, Trichy also won the prestigious CII-AICTE best industry linked institute by competing with other IITs, NITs and IIITs. The institute also received national awards from FICCI for social responsibility and from ASSOCHAM for best institute to use ICT tools in education. The institute also received high-impact entrepreneurship campus award jointly awarded by the ministry of skills development and entrepreneurship. The flexible curriculum designed and implemented by NIT Trichy has been recognized as a model by NIT council.

### About DOMS-NIT-Trichy

The Department of Management Studies (DoMS), NIT-T since its inception in the year 1978 has served as a management hub for aspiring students and is being recognized as one of the best business schools in the country. The department has earned a remarkable reputation over the years through persistent commitment towards management education and innovation. The research outcomes of this department are highly commendable with many works of the faculty and scholars published in reputed journals indexed in SCI, SCIE, SSCI, ESCI of Thompson Reuters and Scopus.

### About DOHSS-NIT-Trichy

The Department of Humanities and Social Sciences, since its inception in the year 2004, has catered for the independent interdisciplinary research and dynamic collaboration to meet the existing demands of industry, business, public and private organizations, academic and human services. The Department offers a wide range of core and elective courses to undergraduates and Postgraduates. The faculty members and research scholars have published their scholarly works in SCI, SSCI and SCOPUS indexed journals.

### About DOA - NIT - Trichy

The Department of Architecture was started in the year 1980. Department offers the Bachelor of Architecture (B. Arch) program of 10-semester duration and the Masters Program (M. Arch.) of 4-semester duration in Energy Efficient and Sustainable Architecture. The program is approved by the Council of Architecture, New Delhi. The department also offers a Doctor of Philosophy in Architecture (Ph.D.) degree. The department's core curriculum is implemented by a team of faculty from a variety of specialization in architecture, including Landscape architecture, city planning, Project Management, urban development, and construction technology. The department has earned a remarkable reputation over the years through persistent commitment towards architectural education.







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### About SEM

Structural Equation Modeling (SEM) is a statistical methodology that is widely used by researchers in social, behavioral and educational sciences. First introduced in the 1970s, SEM was a marriage of psychometrics and econometrics. On the psychometric side, SEM allows for latent variables with multiple indicators. On the econometric side, SEM allows for multiple equations, possibly with feedback loops. In today's SEM software, the models are so general that they encompass most of the statistical methods that are currently used in the social and behavioral sciences.

### About Mediation and Moderation Analysis

In social science research, theory development is the key focus and making a meaningful theoretical contribution is difficult. A way to make a meaningful theoretical contribution is by incorporating mediation and moderation approaches in doctoral level research. In recent literature, combining mediation with moderation and moderation with mediation has taken a major role in the top tier journals. This workshop will help the scholars to understand the process of theory development using mediation, moderation, moderated mediation and mediated moderation approaches.

### Resource Persons

DR. N. THAMARAISELVAN is a professor in the area of Marketing at National Institute of Technology, Tiruchirappalli. He has conducted many workshops and Faculty Development Programmes in the institute. He has over 60 international publications in peer reviewed refereed journals in the field of marketing and has attended international conferences all across the globe. His area of research includes Services Marketing, Cause Related Marketing, Mobile Commerce, Marketing Analytics, Employer Branding etc.

DR. M. SIVAGNANASUNDARAM is an Associate Professor in the area of Marketing at IMT, Hyderabad. He was actively involved with design and delivery of MDPs in the marketing area to the Kirloskar group executives. Dr.Siva has working knowledge of the packages like SPSS, R, MATLAB and Structural Equation Modeling (SEM) Packages like AMOS and LISREL. He has presented many papers in national and international conferences and his research has been published in various national and international journals.

DR. P. MURUGAN is working as an Assistant Professor in School of Management Studies, University of Hyderabad (UoH), Hyderabad. Before joining UoH he worked as a Data Analyst at Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli. He has a passion for Research and he has been a resource person for several workshops and FDP programs held at many universities and B-Schools in India. He is having expertise in Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Covariance and Partial Least Square based Structural Equation Modeling, Latent Profile Analysis, and Item Response Theory. His papers are published in Thomson Reuter's impact factor (SSCI) and ABDC listed journals.





## Programme Focal Points

Exploratory factor analysis  
Confirmatory factor analysis using AMOS  
Structural equation modeling using AMOS  
Mediation analysis  
Moderation analysis  
Moderated Mediation analysis  
Mediated Moderation analysis  
Moderated Moderated Mediation analysis.

## Who Should Attend

Academicians and Research Scholars who wish to publish their papers in top SSCI and Scopus listed journals in the fields of management, humanities and social sciences.

## Registration Details

Fee Details:

Category	Individual*	Group Registration**
Industry Participants	8,500	8,000
Academicians	6,000	5,500
Full Time Research Scholars	5,000	4,500
M.Tech/M.Arch	4,000	3,500

- \*Full time scholars and students must submit a copy of their College ID with the registration form.
- \*\*To avail our Group Concession, 3 or more delegates can register as a group. Each member should fill a separate application form and all forms should be sent in one envelope.
- Mode of Payment: Registration fee is inclusive of 18% GST and should be paid by a DD drawn in favour of "The Director, National Institute of Technology", payable at SBI, NIT Tiruchirappali.
- Accommodation: Accommodation for the participants will be arranged at a nominal fee in the institute guest house at Rs.700+GST per head per day or in the institute hostel at Rs.70+GST per head per day for the outstation participants. Normally it will be a twin shared accommodation.

Note: Participants are asked to bring their laptops for effective learning.

- Last date for receipt of Application form and Demand Draft 27<sup>th</sup> November, 2019
- For latest updates on the workshop, go to [www.nitt.edu](http://www.nitt.edu)
- Follow us on facebook at [fb.com/domsworkshops](https://fb.com/domsworkshops)



## STRUCTURAL EQUATION MODELLING (SEM) BASIC & ADVANCED ANALYSIS

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National Institute of Technology, Tiruchirappalli – 620 015

### REGISTRATION FORM

Date: \_\_\_\_\_

Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Department : \_\_\_\_\_  
Institute/Organization : \_\_\_\_\_  
Email : \_\_\_\_\_  
Ph. No. : \_\_\_\_\_  
Registration : Individual  Group   
Category : Academician/Research Scholar/Industrialist/Student  
Accommodation Required : Yes  No  if yes, Guest House  Hostel   
Demand Draft No. : \_\_\_\_\_ Demand Draft Date : \_\_\_\_\_  
Bank Name : \_\_\_\_\_ Amount : \_\_\_\_\_

Signature of the Applicant

Kindly send the registration form and DD to the following address  
**Dr. N. Thamaraiselvan**, Professor, Department of Management Studies,  
National Institute of Technology, Tiruchirappalli – 620 015  
**Email:** [domsworkshops@outlook.com](mailto:domsworkshops@outlook.com)

For any clarification, contact: **Mr. Jegan**, Research Scholar, Mob: +91-9003829118

