

*One Day Workshop
on*

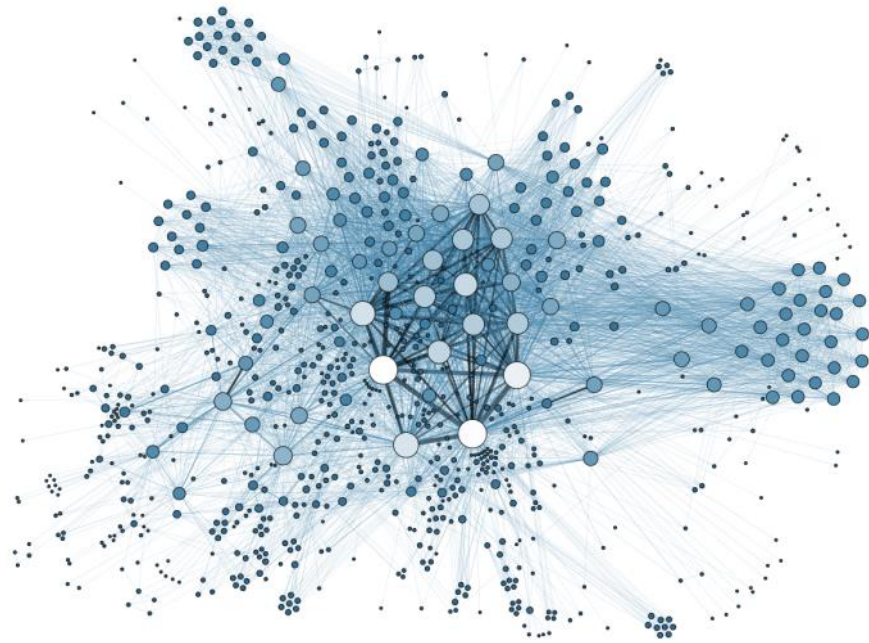
Social Network Analysis and Structural Equation Modeling

16th December 2018 (Sunday)

organized

by

**School of Management Studies
University of Hyderabad**



ABOUT THE UNIVERSITY

The University of Hyderabad, a premier institution of post graduate teaching and research in the country, was established by an Act of Parliament on 2nd October, 1974 as a Central University. The serene campus of the University, located on a sprawling 2300 acres, on the old Mumbai Highway, Gachibowli, provides the right learning ambience. The UGC has identified the University as one of the five exclusive Universities in the country with Potential for Excellence (UPE), and provided special funding for all its overall development for a period of five years (2002-07). The University was evaluated by the National Assessment and Accreditation Council (NAAC) and awarded the top grade 'A'. The University has also been rated by the National Information System for Science and Technology (NISSAT) of the Department of Scientific and Industrial Research (DSIR), Govt. of India as the only University under the "High Output-High Impact" category among the top 50 institutions in India with applications in citation – index journals. As per a recent report using data from SCOPUS, taking into account the multi-disciplinary performance analyses the University of Hyderabad has been ranked as No. 1 among the top 25 Universities in the country.

ABOUT SCHOOL OF MANAGEMENT STUDIES

The School of Management Studies (SMS), at University of Hyderabad was established in the year 1999. The school is acknowledged for its cutting-edge research, excellent teaching and learning activity in an intellectually stimulating environment. SMS is one of the fastest growing business schools in the country. It has also been sanctioned the UGC Special Assistance Program and Development Assistance. SMS is home for scholarship, education and innovative thinking related to the business management, business analytics and health care management. The department offers four educational programs: the PhD in Management, the MBA Program in General Management, the MBA programme in Business Analytics (a first-of-its-kind among the public universities in India) and the MBA Program in Health care with the focus on Health Care Management and Policy.

ABOUT THE WORKSHOP

Social network analysis is increasing being used across various disciplines such as organizational studies, management, business, sociology, political science, communications, physics, computational biology, medical chemistry etc. Quantitative empirical studies that analyzes social, management, and business phenomena, formulate hypotheses, and test them through social network analysis are increasing in social sciences including management and organization research. In this course we will learn how to apply social network analysis to test various theories.

Structural Equations Modeling has become the standard for model building and hypothesis testing in organizational research and the behavioral sciences, especially when models involve latent variables. By incorporating measurement error in the process of model testing, SEM correct for routine errors that creep in due to imperfect tools/measures for acquiring data. Use of SEM help scholars relate their data more strongly to the substantive theory as it tests measurement and structural models simultaneously.

This workshop is intended to provide participants with the foundational knowledge and skills needed to use structural equations modeling (SEM) to test substantive theoretical questions. The workshop draws on measurement theory, construct validity, and the logic of theory testing to assess the quality of research using covariance structural equations models (cov-SEM). The approach is intended to help participants plan their own research, use the methods appropriately, and interpret the results correctly.

WHO CAN ATTEND?

- ⇒ Industry participants
- ⇒ Academicians
- ⇒ Research scholars
- ⇒ Master level students

MAJOR TOPICS COVERED IN THE WORKSHOP

- ⇒ Social network analysis
- ⇒ Confirmatory factor analysis
- ⇒ Structural equation modeling

WORKSHOP FEE

- ⇒ Workshop Fee:
 - ⇒ Industry participant : **Rs. 2,000**
 - ⇒ Faculty /part time research scholars: **Rs. 1,000**
 - ⇒ Full time research Scholars/Students: **Rs. 500**
- ⇒ Workshop fee covers the workshop material, lunch & snacks only.
- ⇒ Registration fee can be paid on the spot.

REGISTRATION

- ⇒ Use the following link to register: <https://goo.gl/forms/sO8BkOzytRLIEp792>
- ⇒ The Registration should be completed on or before **12th December 2018**.
- ⇒ The seats are limited to **50** on First-Come, First-Served basis.

REQUIRED SOFTWARE PACKAGES

- ⇒ UCINET (<https://sites.google.com/site/ucinetsoftware/downloads>)
- ⇒ R & R studio

RESOURCE PERSONS



Dr. Israr Qureshi is a Professor at Research School of Management, Australian National University. He is currently involved in multiple research projects that investigate various aspects of social value creation through sustainable development, social entrepreneurship, and ICT. Israr is also engaged in various initiatives to address climate change. Israr uses both qualitative and quantitative approaches, and his research has been published in Academy of Management Learning and Education, European Journal of Information Systems, Journal of Business Ethics, Journal of Experimental Social Psychology, Journal of Management, Journal of Management Studies, Journal of Organization Behavior, MIS Quarterly, Organizational Research Methods, Organization Studies, among others. For more details visit: <https://researchers.anu.edu.au/researchers/qureshi-ij>



Dr. P. Murugan, Assistant Professor, has been a resource person for several workshops and FDP programs held at many universities and B-Schools in India. Before joining University of Hyderabad he worked as a Research fellow (Data analyst) at Australian Council for Educational Research, New Delhi. He is having expertise in Mediation and Moderation Analysis, Covariance and Partial Least Square based SEM and Item response theory analysis. He has published papers in Thomson Reuters impact factor journals (SSCI). For more details visit: <http://smsuoh.ac.in/murugan-pattusamy/>

Workshop Chair

Prof. P. Jyothi, Dean

Workshop Committee Members:

Prof. V. Venkata Ramana

Prof. V.Sita

Prof. B. Raja Shekhar

Prof. Mary Jessica

Prof. G.V.R.K. Acharyulu

Prof. Vijaya Bhaskar Marisetty

Dr. Chetan Srivastava

Dr. Sapna Singh

Dr. I. Lokanandha Reddy

Dr. Daruri Venkata Srinivas Kumar

Dr. Kamani Ramulu

Dr. Punam Singh

Dr. Pramod Kumar Mishra

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