**Sri Guru Gobind Singh College of Commerce**
**(NAAC A++)**
**University of Delhi**

# FACULTY DEVELOPMENT PROGRAMME

*On*

## Advanced Research Techniques in Social Sciences (SmartPLS and NVivo)

**JULY 20-25, 2023**

*Organised by*
**Centre of Excellence (COE)**
**&**
**Internal Quality Assurance Cell (IQAC)**

*Venue: Seminar Hall 1, SGGSCC*

*In collaboration with*

**Mahatma Hansraj Faculty Development Centre**
**(A Centre of MoE, Govt. of India, under PMMMNMTT Scheme)**

**Hansraj College, University of Delhi**

# ABOUT PMMMNMTT

The Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching emphasises the need to change the role and working of a teacher from mere disseminator of information and knowledge to the one who advances frontiers of existing knowledge by actively developing and creating new insights into diverse social and physical phenomena.

# ABOUT HANSRAJ COLLEGE



Hansraj College is one of the largest constituent colleges of University of Delhi and has been ranked as one of the top five colleges for Science, Arts and Commerce several times in the last decade. The faculty and students of the college have contributed immensely in the field of academics, sports and cultural activities. The college faculty is dedicated towards growth and development of the institution academically and administratively to constantly thrive for excellence. Hansarians have been placed in diverse professions and services worldwide and are bringing fame and laurels to the institution.

# ABOUT SGGSCC



Sri Guru Gobind Singh College of Commerce (SGGSCC), founded in 1984, is a premier commerce college of the University of Delhi. Over the years, the institute has endeavored to attain the highest standards of academic quality. Our mission is to be a visible force for economic change and development and a facilitator of managerial and business excellence. We aspire to develop future leaders in business, government and academia by offering excellence in undergraduate and master's level training in economics and commerce with a focus on analytical rigour, quantitative methods and related communication skills.

To encourage research culture among the academic fraternity, the college publishes its annual journal 'Journal of Business Thought', which is indexed in UGC Care List I and ABDC category 'C' .

# ABOUT CENTRE OF EXCELLENCE

To achieve and sustain excellence in teaching and research, the Centre of Excellence (COE) was established as an exclusive unit in the year 2019. It focuses on developing critical thinking and effective analytical building which are quintessential for global competence. It believes that the roadmap to research is integral not just for sustainable educational upliftment, but also for economic and social development of our society.

The COE has worked meticulously towards devising an effective mechanism along with hands-on training sessions to facilitate research by both teachers and students. Since its inception, it has organized several FDPs and workshops, with highly skilled and competent resource persons. It has laid special emphasis on promoting and advancing learning of statistical and econometric techniques for empirical research including advanced MS-Excel Techniques, SPSS, Eviews, AMOS, Stata and R-software.

With its vision for creating an innovative learning environment, it encourages the college faculty to take up innovation projects sponsored by the college. Under this flagship programme, the faculty along with dedicated students' teams have well endeavoured into novel, contemporary and socially pertinent subjects. In this regard one of the project's undertaken under the aegis of the College and the Centre- 'Segregation of Municipal Solid Waste' has attracted media attention and has been acknowledged twice in prominent national newspapers – The Hindustan Times and Times of India.

# OBJECTIVES OF THE FDP

The Faculty Development Programme (FDP) on SmartPLS and NVivo is designed to enhance the research capabilities and teaching expertise of faculty members in quantitative and qualitative analysis. The FDP will showcase how SmartPLS and NVivo complement each other in generating richer insights and refining theoretical models. The Programme aims to develop participants' proficiency in SmartPLS, encompassing model specification, estimation techniques, model fit assessment, and result interpretation. It will provide hands-on training in covering tasks such as data input, model specification, parameter estimation, and result interpretation. Faculty members will be introduced to NVivo software, where they will learn qualitative data management, coding, thematic analysis, and data exploration techniques. Participants will gain the tools to incorporate SmartPLS and NVivo into their teaching, fostering critical thinking skills and engaging students in hands-on data analysis. The Programme aims at empowering participants with analytical thinking, problem-solving abilities, critical reasoning, and data interpretation skills. Moreover, it focuses on developing technical proficiency, communication skills, collaboration and teamwork abilities, knowledge of research design and methodology, and fostering a commitment to lifelong learning.

# REGISTRATION DETAILS

Interested participants are requested to follow the steps mentioned below in order to register for the FDP:

**Step 1-** Pay Rs. 3,000/- Registration Fee on the link https://www.sggscc.ac.in/payments

**Step 2–** After making the payment, search for transaction ID by entering your mobile number and email ID.
- Go to bottom of the page https://www.sggscc.ac.in/payments
- Enter your mobile number or email ID
- Click "Submit"
- Note the Transaction ID (GGSWEB…..) and save the screenshot of the same.

This transaction ID (GGSWEB…) and the screenshot is to be filled in the registration form.

***This fee is non-refundable.***

**Step 3–** Fill the registration form.

https://forms.gle/2enwreavUekv2meV8

Note-
- Limited seats are available. Registration will close as soon as the seats are filled.
- 100% attendance is compulsory for getting the certificate.

## WORKSHOP SCHEDULE

| DATE | COURSE COVERAGE | RESOURCE PERSON |
|---|---|---|
| **Day 1 to 3: Quantitative Research** | | |
| July 20, 2023 | Regression: Assumptions and Concept - Simple and Multiple, Methods- Enter, Hierarchical, Stepwise Regression | Prof. Neeraj Kaushik |
| July 21, 2023 | Confirmatory Factor Analysis- Measurement Model: Reliability, Convergent & Discriminant Validity Improving results of Convergent & Discriminant Validity Structural Model: Path Analysis, Advanced Techniques of Analysis, Control Variable | Associate Professor and Head Department of Business Administration NIT, Kurukshetra |
| July 22, 2023 | Mediation- Serial and Parallel Mediation Mediation and Moderation Analysis: Multi-group Analysis and Interaction Effect | |
| **July 23 (Sunday) HOLIDAY** | | |
| **Day 4 to 5: Qualitative Research** | | |
| July 24, 2023 | Introduction to Qualitative Research and NVivo Software Coding, Word Count and Sentiment Analysis | Dr. Jaspreet Kaur |
| July 25, 2023 | Social Media Analysis, Thematic Analysis and Content Analysis Exploring Different Approaches to Interpret Qualitative Data | Associate professor Vivekananda Institute of Professional Studies |

*Note-*
- *Timings- 10AM to 4:30PM (Tea break- 11:45AM and Lunch- 2:30PM).*
- *All the registered participants will be provided with the license to use SmartPls that will be valid till September 2023.*

# ORGANISING TEAM

## SGGSCC TEAM

**Dr. Jatinder Bir Singh**
*(Principal, SGGSCC)*

**Prof. Sangeeta Dodrajka**
*(Director, IQAC)*

**Dr. Paramjeet Kaur**
*(Coordinator, COE)*

**Dr. Harpreet Kaur**
*(Co-coordinator, COE)*

### Members, Organising Committee:

Ms. Ankita Aggarwal          Ms. Avneet Kaur
Dr. Meenu Chopra             Ms. Gurveen Kaur
Mr. Vaibhav Puri             Mr. Jitesh Rana
Ms. Kriti Chadha

## MHRFDC TEAM

**Patron**

**Padma Shri Dr. Punam Suri**
*(Chairman, Governing Body, Hansraj College)*

**Prof. (Dr.) Rama**
*(Principal, Hansraj College)*
*(Chairperson, MHRFDC)*

**Mr. Ashutosh Yadav**
*(Coordinator, MHRFDC)*

**Ms. Deepshikha Yadav**
**Dr. Anurag Kakkar**
*(Deputy Coordinators, MHRFDC)*

For any query contact:
Dr. Meenu Chopra- 9899588895
Ms. Ankita Aggarwal- 9953177327
Or email at fdpcoejuly2023@gmail.com