

12th ANNUAL SEVEN-DAY FACULTY DEVELOPMENT PROGRAM ON SCALE DEVELOPMENT AND VALIDATION WITH PLS-SEM IN SMARTPLS 4.0

28th Dec, 2026 to 3rd Jan, 2027



ABOUT

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

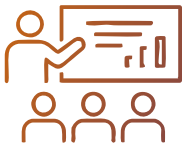
Jaipuria Institute of Management, Noida, was established in 2004. This top-ranked B-School, situated in the heart of the corporate hub of the NCR region, works on developing graduates with entrepreneurial orientation and service-mindedness. The Institute is AACSB-accredited, placing it among the top 6% of business schools worldwide, and has been consistently ranked among the leading management institutes in India. In the NIRF 2025 rankings, Jaipuria Institute of Management was placed at an all-India rank of 41 in the Management category, reflecting its academic excellence and industry relevance. Innovative elective courses further enrich the curriculum, enabling students to opt for dual specialization.

The Institute draws upon a mix of pedagogy focusing on learning through in-class discussions, cases, and simulations, as well as beyond-the-classroom learning through live projects, field studies, regular industry interface, and participation in various national and international seminars. Modernity, aesthetics, and simplicity characterize the four-acre green Wi-Fi campus. Led by Dr. Rahul Singh, the Institute has a strong team of full-time faculty comprising qualified and experienced professors as well as industry managers turned academicians. Jaipuria Institute of Management, Noida, is among the best colleges for MBA in Noida and Delhi NCR and offers AICTE-approved, AIU-recognized Post Graduate Diploma in Management Programs that are equivalent to MBA: PGDM, PGDM (Service Management), PGDM (Marketing), a 2-year AICTE-approved online PGDM course, and a Doctoral-level Fellow Program in Management (FPM).

PROGRAM OBJECTIVE



To help participants analyze cross-sectional data, support theory development, and ensure clear interpretation



To acquaint participants with interpreting primary data for sound business decisions.



To enable participants in the scale development process and validation for conducting effective industry-oriented research.

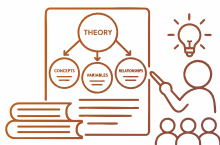


To enable participants with quantitative research using advanced techniques of PLS-SEM in SmartPLS 4.0

PROGRAM OUTCOMES



The participants will be able to conduct cross-sectional research in social science.



The participants will be able to frame theoretical frameworks in social science research.



The participants will be able to develop correct scales for conducting effective research in the industry.



The participants will be able to use advanced statistical techniques of cross-sectional research for forecasting and predicting consumer preferences.

PROPOSED PROGRAM SCHEDULE

Day & Date	Timings	Topic	Resource Person	Designation & Organization
28.12.2026 (Monday)	10:00 AM to 10:30 AM	Inaugural Function	Dr. Puja Khatri	Professor, GGIPU, Dwarka, Delhi
	10:30 AM to 11:30 AM	Demystifying Concepts, Constructs, Variables, Dimensions, Items; Questionnaire & Scales, Types of Scales, Models, Handling effective research in Industry; Managing Theoretical Frameworks in effective research.		
	11:45 AM to 01:15 PM	Introduction to Theoretical Modeling, Discussion of lower- and higher-order constructs, Introduction to reflective and Formative Scales, Discussion of Seminal Papers for higher-order scaling and measurement		
	2:15 PM to 4:30 PM	Dimension Identification through deductive and inductive inquiry, Dimension Table. Item Generation, Discussion of Seminal Papers for reporting practices of Dimensionality		

PROPOSED PROGRAM SCHEDULE

Day & Date	Timings	Topic	Resource Person	Designation & Organization
29.12.2026 (Tuesday)	09:30 AM to 11:00 AM	Face Validation, Content Validation, Measurement through Content Validity Index, Discussion of Seminal Papers for calculation, assessment, and reporting of item analysis	Dr. Puja Khatri	Professor, GGIPU, Dwarka, Delhi
	11:15 AM to 01:00 PM	Pilot testing through Exploratory Factor Analysis; Discussion on KMO-Bartlett, Communality, Eigenvalues, Rotation, and Factor Generation; Hands-on experience through datasets using SPSS		
	2:00 PM to 4:30 PM	Confirmatory Factor Analysis; Reporting of Reliability and Validity practices for reflective and Formative scales; Hands-on experience through datasets using SmartPLS 4.0		
30.12.2026 (Wednesday)	09:30 AM to 11:00 AM	Crafting an Effective Research Paper Introduction: Establishing the rationale and significance of the study and identifying the gap	Dr. Richa Misra	Associate Professor - Operations and Decision Science Jaipuria Institute of Management, Noida
	11:15 AM to 01:00 PM	Understanding the Role of Theory in Research: Foundations and Relevance. Research gaps as a basis for theory: Identifying gaps through critical review	Dr. Nidhi Singh	Professor, Finance & Accounting Jaipuria Institute of Management, Noida
	2:00 PM to 4:30 PM	Editors' views: The Road to Top Category Journals		
31.12.2026 (Thursday)	10:00 AM to 11:30 AM	Application of Structural Model Assessments with VB-SEM. Hands-on experience through datasets using SmartPLS4.0	Dr. Atul Shiva	Dean Research, Jaipuria Institute of Management, Noida
	11:45 AM to 01:15 PM	Handling Higher-Order Constructs: Reflective-Reflective and Reflective-Formative; Formative-Formative Assessments. Application of the Repeated Indicator Approach and Two-Stage Approach		
	2:30 PM to 4:30 PM	PLS Predict, IPMA in SmartPLS 4.0		

PROPOSED PROGRAM SCHEDULE

Day & Date	Timings	Topic	Resource Person	Designation & Organization
01.01.2027 (Friday)	10:00 AM to 11:30 AM	Common Method Bias; Marker Variable Analysis; Importance of Control Variables	Dr. Atul Shiva	Dean Research, Jaipuria Institute of Management, Noida
	11:45 AM to 01:15 PM	Identifying critical and necessary factors for predicting consumer behavior by Necessary Condition Analysis (NCA) as new frontiers of research.		
	2:30 PM to 4:30 PM	Handling combined IPMA with NCA to write papers with cIPMA		
02.01.2027 (Saturday)	09:30 AM to 11:00 AM	Handling Mediation Analysis: Simple, Parallel, Serial and Conditional Mediation	Dr. Shalini Srivastava	Professor, Jaipuria Institute of Management, Noida
	11:15 AM to 12:45 PM	Categorical and Interaction Moderation		
	2:00 PM to 4:30 PM	Handling Mediation in Process Macro in SPSS		
03.01.2027 (Sunday)	10:00 AM to 11:30 AM	Introduction to fsQCA software and handling non-linear effects	Dr. Atul Shiva	Dean Research, Jaipuria Institute of Management, Noida
	11:45 AM to 01:15 PM	Truth table, sufficient conditions with necessary functions		
	2:30 PM to 4:30 PM	Reporting of fsQCA in Research Papers		

RESOURCE PERSONS



Dr. Shalini Srivastava is a professor (OB & HR) at Jaipuria Institute of Management, Noida, an AACSB-accredited business school. She is a seasoned management professional with over twenty-eight years of experience as an academician, executive trainer, and researcher. Dr. Srivastava shapes curricula, mentors doctoral candidates, and contributes to institutional accreditation and strategic committees. Dr. Srivastava's notable research includes publications in top-tier journals in the FT 50, A*, and A category journals like Journal of Business Ethics, International Journal of Hospitality Management, Tourism Management, European Marketing Journal, Journal of Business Research, Journal of Knowledge Management, Journal of Hospitality and Tourism Management, Personnel Review, Human Resource, and many more. Her papers on "Academic

Burnout and Student Engagement" and "Leader Effectiveness in Emerging Markets" were recognized as an Outstanding Paper by the Emerald Awards 2022 Literati and as a Highly Commendable Paper of the Year 2014 by the Emerald Publishing Group. Dr. Srivastava is a thesis examiner for international and national universities such as Swinburne University, Australia; University of Pretoria, South Africa; Northwest University, Faculty of Economics and Management Sciences, South Africa; IIM, Jammu, India; IIT, Madras; and Amity University, Noida, India. Her areas of interest include managerial effectiveness, leadership, personality, workplace spirituality, workforce agility, and OCB. Dr. Srivastava also enhances faculty research capabilities through workshops that cover advanced PLS-SEM, SPSS, data analysis, theory building, and publishing strategies.



Dr. Nidhi Singh has over 18 years of experience in teaching and corporate settings. She is currently an associate professor in finance at Jaipuria Institute of Management, Noida. She has her Ph.D. from GGSIP University, Delhi. She has also qualified for the UGC NET. Her research expertise lies in theoretical background development, model building, identifying research gaps, and writing effective literature reviews. In this context, she has published in several A*, A, and B category ABDC journals, including the National and International Repute, including the International

Journal of Information Management (A*), the International Journal of Hospitality Management (A*), the Journal of Enterprise Information Management (A), Technology Forecasting and Social Change (A), the Journal of Contemporary Hospitality Management (A), the Annals of Operations Research (A), the Journal of Retailing and Consumer Services (A), Electronic Markets (A), and similarly other A category journals. She also published more than 30 papers in other Scopus/WOS-indexed journals with a high impact factor.



Prof. Puja Khatri is currently working as a Professor at the University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi. Prof. Puja Khatri is an alumnus of Kurukshetra University and has her PhD degree in Organizational Behaviour and Higher Education from GJU, Hisar. She is a trained and certified Behavior analyst with specialization in Psychometric Profiling. She is an expert in the area of Research Methodology, Scale Development and Validation, and Partial Least Squares Structural Equation Modelling. She is well-versed in various software packages like SmartPLS 4, R, AMOS, SPSS, etc. Her areas of specialization include well-being, happiness, business communication, and leadership (to name a few). As an avid researcher, she strives to analyze contemporary management issues within wider social, cultural, and technological contexts. She was awarded 'Best professor in Organizational behavior' by ET Now in December 2019. She has also been featured as the most inspirational woman in August 2019 in the Inspirational Women category (academia), by We are the city. She has been conducting workshops in the areas of research

methodology, scale development and validation, higher-order structural equation modelling, data analytics, self-assessment, personality assessment, and behavioral profiling in Institutions of repute like NIT Kurukshetra, FMS DU, University of Kashmir, IIPA, Punjab University, IMS, etc. She is also a recurrent resource person for Psychometric testing with organizations like Indian Oil, Indian Army, and UGC HRDC. In her rich 23 years of experience in industry, teaching, and research, she has published more than 150 research papers, many of which are published by Emerald, Taylor and Francis, and other national and international journals indexed in Scopus, Web of Science, and ABDC listing; presented over 70 research papers at conferences and universities of repute, to name a few, Cambridge University, University of Melbourne, University of Scotland, University of Valencia, Zurich University, etc. She has to her credit 5 completed doctoral projects, and 6 are in progress. Additionally, she has authored 6 books in the areas of personality assessment, mind and management, and positivity.



Dr. Atul Shiva is presently working as Associate Professor of Management and Dean Research in Jaipuria Institute of Management, Noida, Uttar Pradesh. He did his PhD on social media and retail investor behavior from Punjabi University, Patiala. His area of specialization is Finance and has teaching experience of 22 years. He is a certified trainer in SmartPLS Software from Northern Institute of Technology, Technical University of Hamburg (TUHH), Germany. His

leading Scopus publications are in National and International Journals like Technovation, Marketing Intelligence and Planning, Journal of Business Research, Journal of Knowledge Management, Borsa Istanbul Review, Journal of Financial Services Marketing, Qualitative Research in Financial Markets, Journal of Consumer Behaviour and many others are in process of publication.

He has conducted research methodology workshops on PLS – SEM in SmartPLS Software in MICA Ahmedabad, NIT Bhopal and Kurukshetra, University of Kashmir, University of Kerala, University of Jammu, MDU Rohtak, Guru Nanak Dev University, Amritsar, Punjabi University, Patiala, Amity University (Noida, Chhattisgarh, Kolkatta and Gwalior Campus), Prestige Institute of Management, Gwalior, University of Burdwan, Kolkatta, Kurukshetra University, Guru Jambheshwar University, Hisar, and many other reputed institutions of India. All these workshops were duly

sponsored by the developers of SmartPLS from Germany. Presently, more than 150 National and International webinars on SmartPLS SEM were conducted in Offline and Online mode on across India and abroad. He is Editor of Management Dynamics Journal and Editor-in-Chief of Journal of Commerce, Economics and Finance. He is Associate Editor of Indian Journal of Finance which a Scopus indexed Journal. He is recipient of Emerald Literati Award for publication in International Journal of Pervasive Computing and Communications for the year 2022.



Dr. Richa Misra is an accomplished academican with over 21 years of teaching experience in Information Systems, Research Methods, and Decision Science. She holds a Doctorate in Management from Amity University and has made significant contributions to research in Consumer Behavior and Information Systems. With an impressive publication record of 78 research papers, including 60 Scopus-indexed publications and an h-index of 18, Prof. Misra has been featured in renowned journals such as Elsevier, Emerald, and Taylor & Francis. She has also presented

her research and case studies at prestigious international conferences and academic forums. Beyond academia, Prof. Misra has conducted corporate training programs in leading organizations, specializing in: IT Security, Qualitative & Quantitative Research Methods, Data Analysis & Decision Making, and Quantitative Techniques for HR & Marketing. As a faculty member at Jaipuria Institute of Management, Noida, she continues to shape the future of management education through research, teaching, and industry collaborations.

ACCOUNT DETAILS

Beneficiary Name Jaipuria Noida Fees Collection Account	Bank Name Axis Bank Ltd.	Account No 913010055532585	Account Type Saving
Bank Address Pitampura plot No 6, Local Shopping Centre, Dp Block, Pitampura, New Delhi 110088	MICR Code 110211006	IFSC Code UTIB0000040	Swift Address AXISINBB040

REGISTRATION FEES

OFFLINE MODE

Faculty Members and Research Scholars
(from other institutions):

₹8,000 (without accommodation)

License Key of 2 Months Professional is
included in the Registration Fees

Fees paid are non-refundable

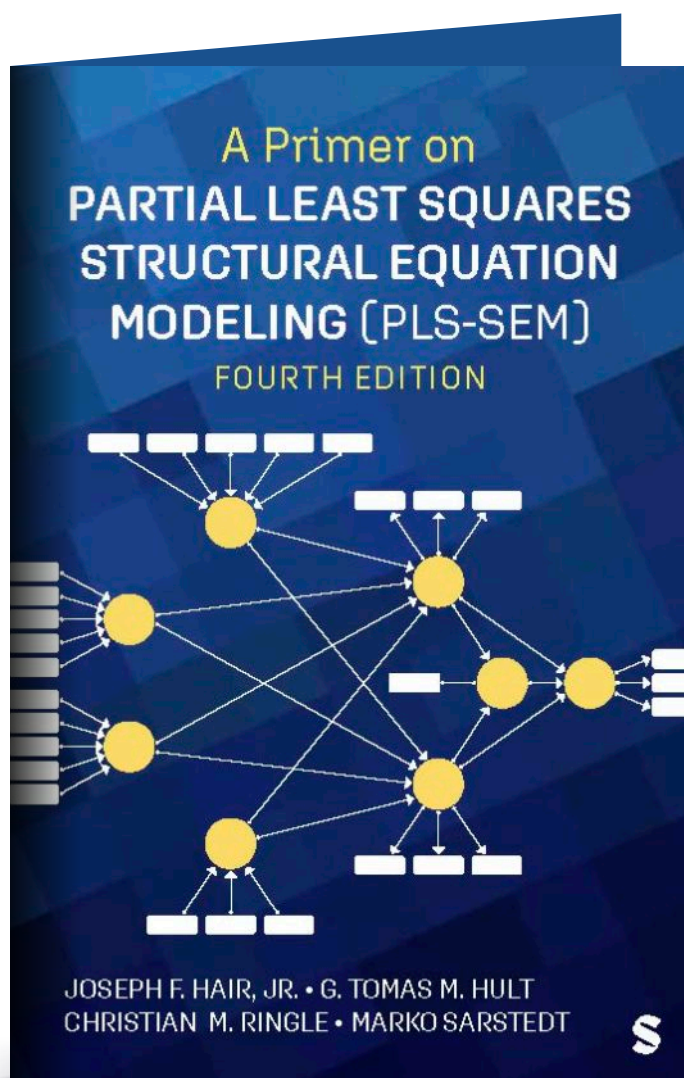
Registration Link:

https://docs.google.com/forms/d/e/1FAIpQLScTHJ-T8jASakPRz63DUOTfGVe_s4QuZWW9Uy1tCtsnGH4dsQ/viewform?usp=header

A certificate will be provided on successful
completion of the program.

Contact email:

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