



One Week Workshop on Mastering Research Methodology with Smart-PLS

March 08-12, 2025



Organized by:
Department of Business Administration
National Institute of Technology, Kurukshetra

NATIONAL INSTITUTE OF TECHNOLOGY, KURUKSHETRA

NIT Kurukshetra, formerly known as Regional Engineering College, Kurukshetra was founded in 1963. It was conferred upon the NIT status, with Deemed University on June 26, 2002. The Institute was granted the status of Institution of National Importance in 2007. The Institute offers several courses, in various disciplines of B. Tech, M. Tech, M.Sc., MBA, MCA & Ph.D. with an annual intake of more than 1500 students and has excellent facilities for advanced research in the emerging areas of Engineering, Science, Technology, and Management. The institute has well qualified and dedicated faculty along with supporting staff, laboratories and other infrastructure.

ABOUT THE DEPARTMENT

The Department of Business Administration, NIT Kurukshetra has been actively offering management education, research and manpower training programs for producing globally competent management professionals and research scholars since its establishment in 2006. In short span of existence, the department has achieved the recognition of being a leading Centre of management education in the region.

ABOUT THE WORKSHOP

The Department of Business Administration at NIT Kurukshetra is organizing a one-week workshop on Smart-PLS, focusing on Structural Equation Modeling (SEM). This workshop aims to provide participants with practical knowledge of SEM techniques, hands-on training using Smart-PLS software, and expert guidance for enhancing research skills. It is ideal for research scholars, faculty members, postgraduate students, and industry professionals interested in data analysis and modeling. Participants will gain insights into theoretical foundations, application of SEM, and real-world data interpretation, along with a certificate of participation.

RESOURCE PERSONS

Dr. Neeraj Kaushik

Dr. Neeraj Kaushik is the Associate Professor and Head of the Department of Business Administration at NIT Kurukshetra. He holds a Bachelor's in Textile Technology and advanced degrees in Management Sciences, Computer Applications, Mass Communication, Intellectual Property Law, and Social Work. As an expert in services marketing and research methodology, Dr. Kaushik has conducted 125+ workshops on SPSS and management games. With 65 research papers published in renowned journals, he also serves on several editorial boards. Previously, he was a visiting faculty at IIM Rohtak and guest faculty at IIM Lucknow.

Dr. Atul Shiva

Dr. Atul Shiva, serves as an Assistant Professor at Jaipuria Institute of Management, Noida. With 18 years of teaching experience, he holds a PhD from Punjabi University, Patiala, specializing in social media and investor behavior. A certified SmartPLS trainer from TUHH, Germany, he has published extensively in prestigious Scopus-indexed journals. Renowned for his expertise in PLS-SEM, he has conducted over 85 workshops globally. As a guest editor for esteemed journals, he continues to shape academic discourse, blending research excellence with impactful pedagogy and international collaborations.



RESOURCE PERSONS

Dr. Puja Khatri

Dr. Puja Khatri, a distinguished professor of Organizational Behavior (OB) at Guru Gobind Singh Indraprastha University (GGSIPU), a NAAC A++ accredited institution. With 22 years of expertise in teaching, research, and consultancy, she excels as a behavior analyst and expert in Partial Least Squares Structural Equation Modeling (PLS-SEM) and scale development. As the chairperson of Skill Development and Mentoring, she has conducted corporate and faculty training in areas like personality development, business etiquette, and advanced statistical analysis. With over 150 publications, she is dedicated to helping individuals and organizations achieve excellence through evidence-based practices.

Dr. Pooja Goel

Dr. Pooja Goel is an Associate Professor in the Department of Commerce at the Delhi School of Economics, University of Delhi. With 18 years of experience, she specializes in quantitative research methods, with a strong focus on structural equation modeling (SEM) and Smart-PLS. She has conducted numerous faculty development programs and workshops on quantitative analysis, equipping researchers and academicians with essential analytical skills. Her research spans various domains, including marketing research, and she contributes valuable insights to the field, with her extensive academic expertise and commitment to advancing research methodologies.



WORKSHOP SCHEDULE

Day 1	Introduction to Research Process, Types of Research, Variables, ROL, Model Building Introduction to Smart-PLS
Day 2	Theoretical vs Conceptual Framework Role of theory in Research Simple Regression & Multiple Regression
Day 3	Types of Construct, Orders of Construct Confirmatory Factor Analysis Reliability and Validity
Day 4	Structural Model-Path Analysis Moderation and Mediation Analysis
Day 5	Higher Effects in SEM Working on Moderated Mediation Models using Smart-PLS, fsQCA, CIPMA



ADDITIONAL INFORMATION

No. of Seats: Limited to 40 participants only

Venue: Department of Business Administration, National Institute of Technology, Kurukshetra (Offline mode only)

Accommodation: Accommodation (including breakfast and dinner) may be arranged for the interested participants in hostels on a twin-sharing PAYMENT basis.

Registration Fee*: Rs. 3500 for Scholars
Rs. 4500 for Faculty

*The registration fee will cover participation on all workshop days, a workshop kit, refreshments, lunch during workshop days, and a certificate of participation.

Registration Link: <https://forms.gle/hR9dpyTf4PGHBA8Y8>

Last Date of Registration: February 28, 2025

Contact: smartplsworkshop2025@gmail.com

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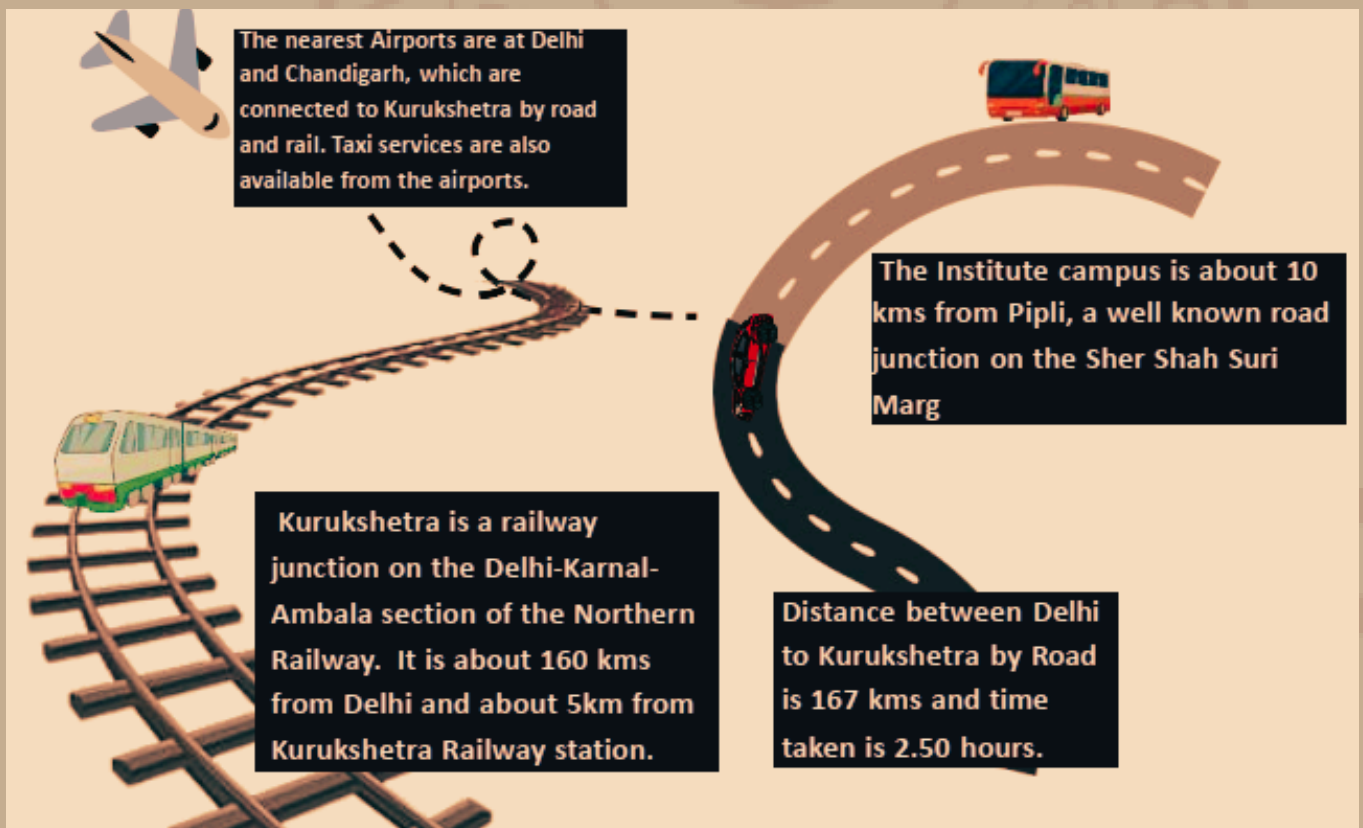
Nisha Joshi ☎ 8813040159

Please Note: Workshop payment link will be emailed after registration.

Accommodation payment link will be shared after confirmation of accommodation.

HOW TO REACH NIT KURUKSHETRA

NIT Kurukshetra is well-connected by road, rail, and air. It is 5 km from Kurukshetra Junction Railway Station on the Delhi-Ambala route. The nearest airports are Chandigarh International Airport (95 km) and Indira Gandhi International Airport, New Delhi (160 km), with taxi and bus services to Kurukshetra. Located along NH-44, the institute is easily accessible from Delhi, Chandigarh, and nearby cities. Auto-rickshaws and taxis are available from the railway station and bus stand to the campus.



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PATRON:

Prof. B. V. Ramana Reddy
Director NIT KKR

ADVISOR:

Dr. Neeraj Kaushik
Associate Professor & Head

CONVENER:

Dr. Mohd. Firoz
Assistant Professor

CO-ORDINATORS:

Dr. Priyanka Sihag
Assistant Professor

Dr. Mohit Kumar Ojha
Assistant Professor

STUDENT CO-ORDINATORS:

Nitish Kumar
Kritika Dhiman

Sneha Gupta
Nisha Joshi



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