



**SHARDA**  
UNIVERSITY  
Beyond Boundaries

### EVENT COMPLETION REPORT

Please prepare the report signed by the program Secretariat/Program coordinator within 10 days of event completion for record. Reports should be 2-4 pages.

#### SECTION A: Event Detail

<b>Event title:</b>	<b>Faculty Development Program on Smart-PLSM</b>		
<b>Starting date of event:</b>	7 <sup>th</sup> -12 <sup>th</sup> March 2022	<b>Duration of Event ( in days)</b>	5
<b>Name of the event organizing School</b>	<b>Sharda School of Business Studies (SSBS)</b>		
<b>Name of the event organizing Department</b>	<b>Internal Quality Assurance Cell (IQAC)</b>		
<b>Sponsor of the Event (Sharda University in case of internal sponsorship)</b>	<b>Sharda University</b>		
<b>Committee Members:</b>	<b>Convener</b>	1. Prof. Anubha Vashisht <a href="mailto:anubha.vashisht@sharda.ac.in">anubha.vashisht@sharda.ac.in</a> 2. Dr. Ajay Kumar 9410001800, <a href="mailto:Ajay.kumar10@sharda.ac.in">Ajay.kumar10@sharda.ac.in</a> 3. Dr. Manisha Gupta 9891438636, <a href="mailto:Manisha.gupta1@sharda.ac.in">Manisha.gupta1@sharda.ac.in</a> 4. Dr. Bhawna 8800855280 <a href="mailto:Bhawna.chaoudhary@sharda.ac.in">Bhawna.chaoudhary@sharda.ac.in</a>	
	<b>Coordinator</b>	N/A	
	<b>Secretary</b>	N/A	
<b>Name of Speaker/s with affiliation (If any)</b>	Dr. Amit Shankar, Assistant Professor, IIM Visakhapatnam	<b>Email:</b> <a href="mailto:amitshankar001@gmail.com">amitshankar001@gmail.com</a>	
		<b>Contact No:</b> 08800989982	

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**SECTION B: Event report and reflection**

**1. Event objectives-**

- Exposure to analytical tools for researchers
- Analyzing the data with a high level of accuracy using structural equation modelling (SEM)
- Hands on training to participants to use Smart PLS for applying SEM on a dataset

**2. Event description:**

This program is designed to make participants equip themselves with state-of-the-art features and usage of Smart PLS for applying SEM on a dataset. This workshop shall provide the participants a theoretical knowledge and practical exposure to use SEM, moderation and mediation. Smart-PLS will be used to learn all the statistical techniques as part of the workshop.

**3. Participants (compulsory for events):**

Total Participants	Number of Male	Number of Female
42	15	27

**4. Appendices**

Sr. No.	Appendices				
1	<b>Participant contact list:</b>				
	<b>S.N.</b>	<b>Name of the participant</b>	<b>Email address</b>	<b>Contact Number</b>	<b>Company / Department *</b>
	1	Meenakshi Prabhat Dhoundiyal	meenakshiprabhat14@gmail.com	971556584412	Banasthali University
	2	Dr. Ankit Singh	anktsngh15@gmail.com	9733072500	Symbiosis Institute of Health Sciences
	3	Esubalew Melese	esubalew3melese@gmail.com	9958690373	Marketing management
	4	Sangeeta	2019000121.sangeeta@dr.sharda.ac.in	9958054202	SBS, Sharda University, Greater Noida
	5	Sunakshi Gupta	071sunakshi@gmail.com	9622098826	The Business School
	6	Dr. Anita Kumari	Anitaiitr@Gmail.Com	8279862929	Mm Institute of Management Mmdu Mullana Ambala Haryana
	7	Madhu Rani	2020510488.madhu@dr.sharda.ac.in	7011495058	sharda university
	8	Indira Priyadarsani Pradhan	indirapradhan2004@gmail.com	8447852269	Galgotias University
	9	Neetika Singh	Singhneetika56@gmail.com	9997118059	Sharda university SBS
	10	Reepu	reepu.technowize@gmail.com	9501032905	Chandigarh university
	11	Dr Atul Sangal	atul.sangal@sharda.ac.in	9811174624	Sharda University, School of Business Studies
	12	Taranpreet Kaur	Taranpreetkaurkhurana@gmail.com	8860618315	Maims
	13	Gagan Baath	Sunnybaath05@gmail.com	8393886150	ARTRAC
	14	Shagun	2020440735.shagun@dr.Sharda.ac.in	9999078939	Sharda School of Business Studies

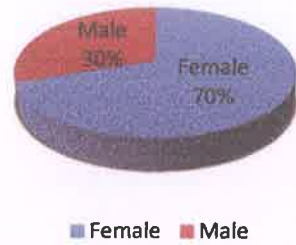
15	Dhruv Gupta	2021000183.dhruv@dr.sharda.ac.in	8941001303	Phd Marketing
16	Ruby Sharma	2021354521.ruby@dr.sharda.ac.in	9634236451	Marketing, SBS, Sharda University
17	Sumedha Agarwal	Sumedha.agarwal@gmail.com	9971924797	Sharda University
18	Ashok singh	ASHOK.SINGH.MALHI@GMAIL.COM	7011115411	Sharda University
19	Divya Prabha S	sdivya.1220@gmail.com	9789970574	PSG technology, Management sciences
20	Sandeep Tyagi	Sandeepyagi1986@gmail.com	8860438426	Sharda university
21	Akriti Srivastava	1900520700008@ietlucknow.ac.in	8960691020	Department of Business Management
22	Dr.K.Padmasree	kpadmasree@cuk.ac.in	8277521920	Central University of Karnataka, Gulbarga
23	Dr.M.,Tamilselvan	tamil.selvan@ibrict.edu.om	+96895645804	University of Technology & Applied Sciences
24	Nishtha ujjawal	2021381091.nishtha@dr.sharda.ac.in	8533040004	Sbs
25	Dipti Singh	dipti54303@gmail.com	08920851895	G L bajaj institute of management
26	sahil raj	dr.sahilraj47@gmail.com	9.17589E+11	Punjabi University
27	Prof. Jitender Kumar	jitender.kumar1@sharda.ac.in	9650146827	SBS, Sharda University
28	Piali Haldar	Piali.haldar@glbimr.org	8595383471	GL Bajaj Institute of Management and Research
29	VIKAS TYAGI	vt58144@gmail.com	9897239187	Shobhit university, department of management
30	Usha Lakshmi S	usha.satuvalli@gmail.com	9341216374	Christ University
31	Gaurvendra Singh	gsbiitd@gmail.com	8989033383	ABV-IIITM Gwalior
32	Shiwani Singh	shiwani3003@gmail.com	06392659584	Department of Rural Management
33	MOSTOFA SHAMIM FERDOUS	shamim.active@gmail.com	9830817769	Metropolitan University
34	Harleen kaur	harleen.dhillon28@gmail.com	7082550582	Management studies
35	Chetna Raikwar	chetna1107.me@gmail.com	9131794705	Business Management
36	Kirupa Priyadarsini M	Kirupa@psgim.ac.in	9943699221	PSG Institute of Management
37	Dr. Pooja Tiwari	pooja2017@gmail.com	9911787249	ABES Business School
38	Chetna Sharma	shouriechetna@gmail.com	9888671335	Government Mohindra College
39	Richa Pandey	richa.pandey@sharda.ac.in	9560448270	Management
40	Gurleen Kaur	kaur.gurleen75@gmail.com	+918860306053	Mass communication
41	Shagun Sharma	2021382123.shagun@dr.sharda.ac.in	7011668412	SBS
42	Dr. Anil Kumar Kashyap	kumarkashyapanil@gmail.com	+919415675055	Sagar University

**2 Participants feedback on the organized program**

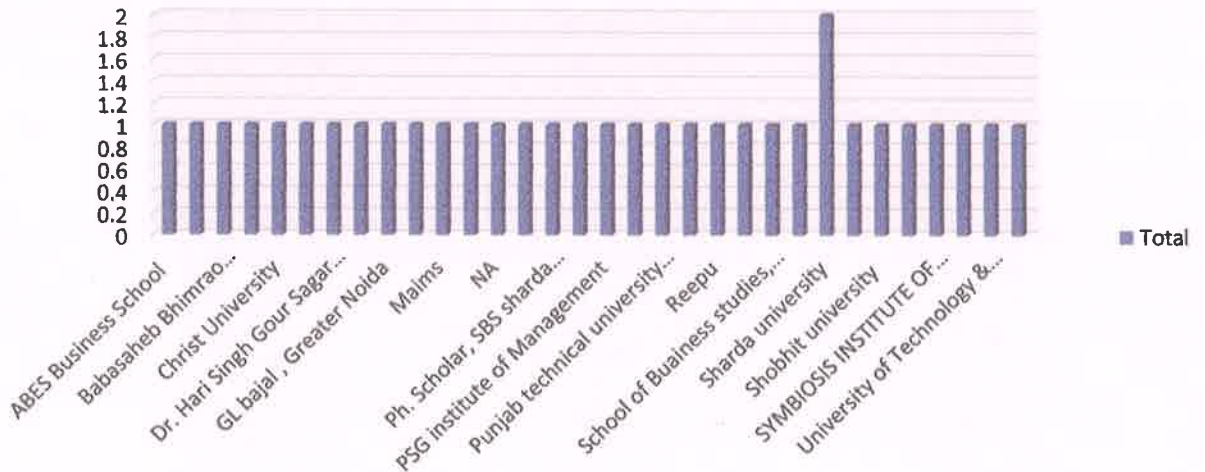
Gender	Frequency	Percent
Female	27	69.696
Male	15	30.3
<b>Grand Total</b>	<b>42</b>	<b>100</b>

**Percent**

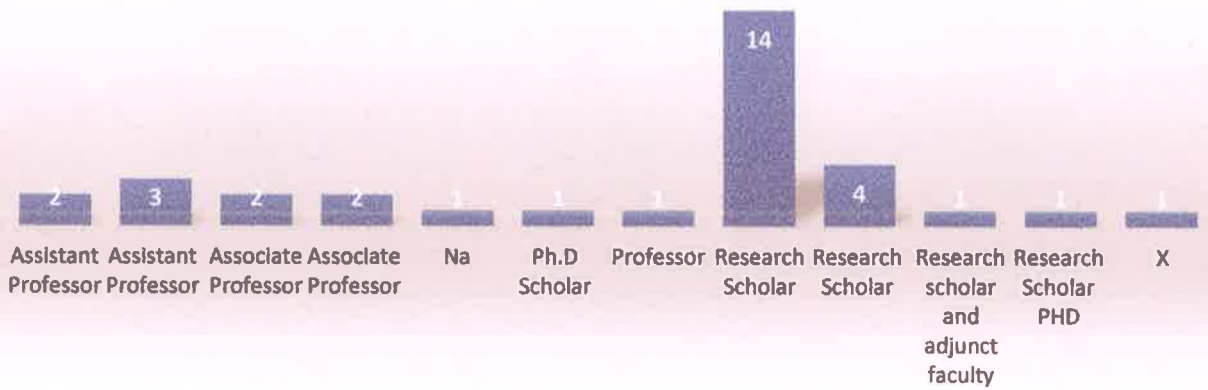
### Percent



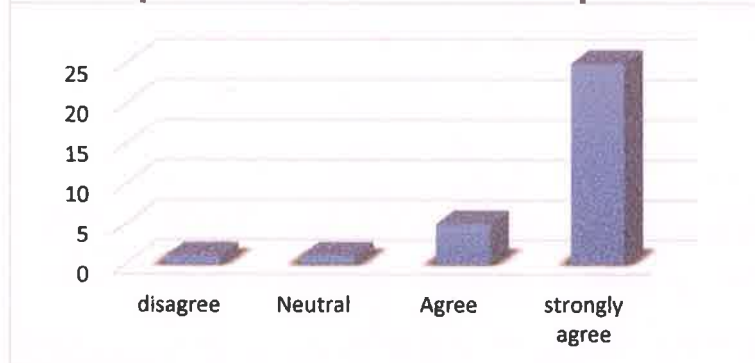
### Participant's affiliation



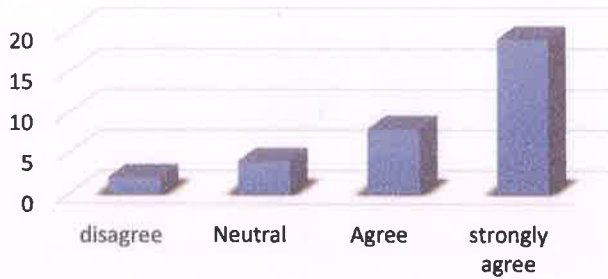
### Participation's Designation



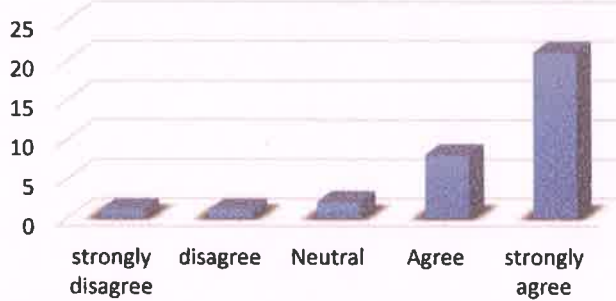
### The content/topics covered in the Workshop were informative



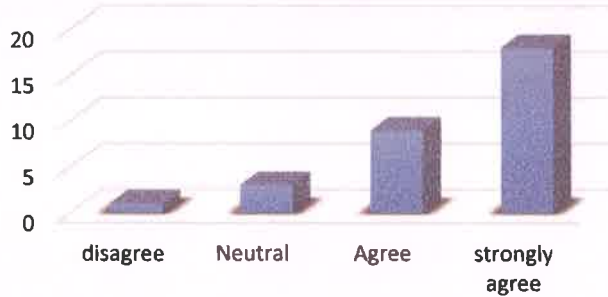
### The content/topics covered in the Workshop were of utility to me



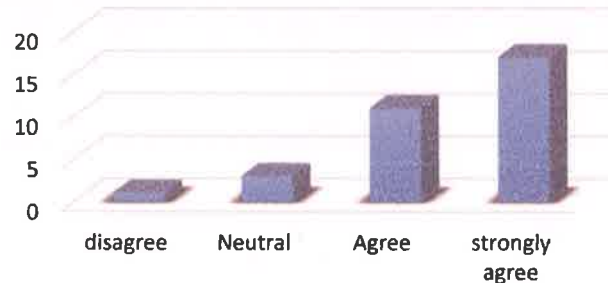
**The resource person covered the topics in depth**



**I liked the content delivery by the resource person**



**Sum of Overall, I am satisfied with this Workshop**

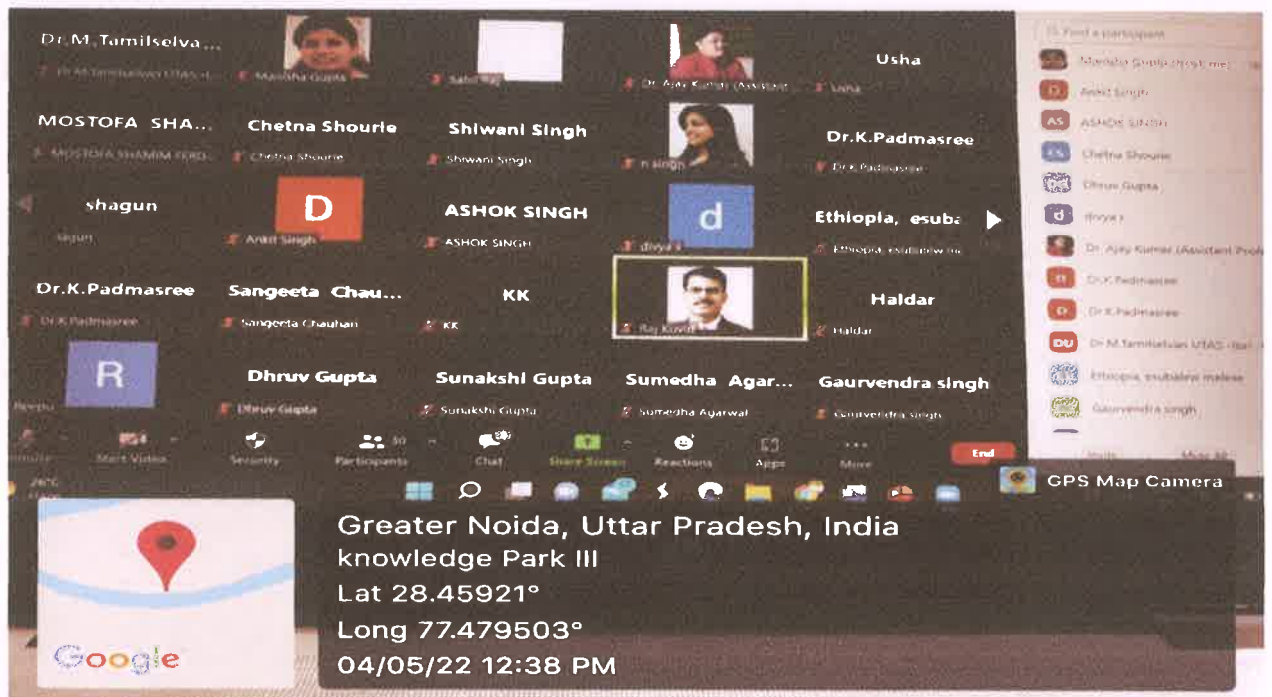


**3 Event Agenda**

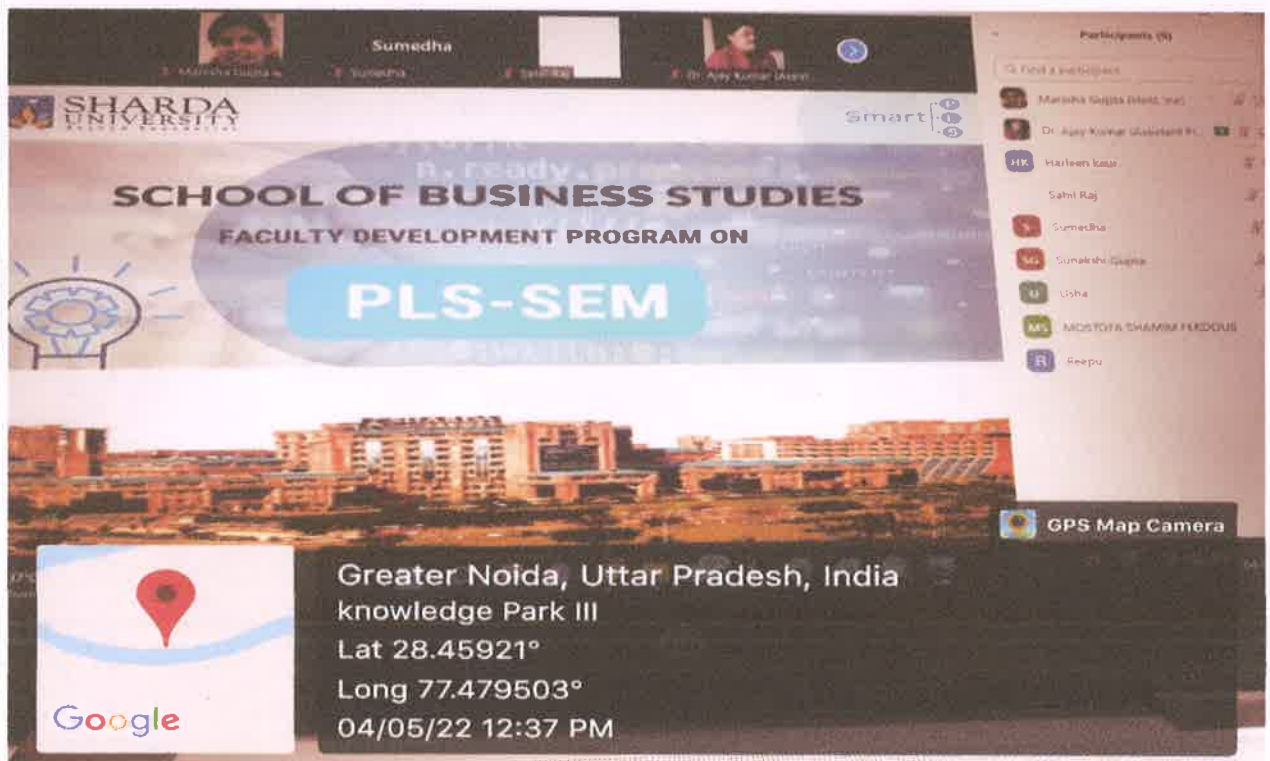
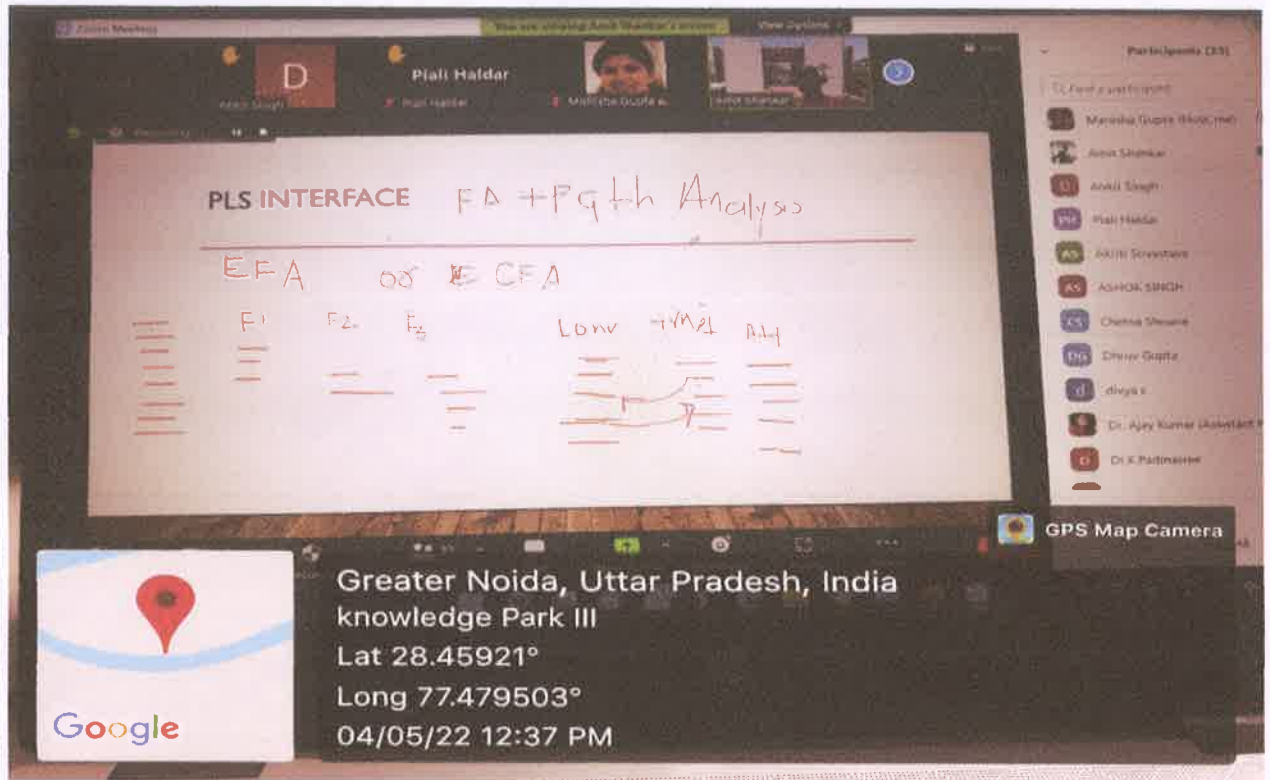
S.N.	Topic	Date
1.	Introduction to PLS-SEM, myth and reality, Difference between Covariance-based SEM and PLS-SEM, Type of Constructs: Reflective and Formative	7 March, 2022
2.	Confirmatory Factor Analysis: (Formative construct, reflective constructs) Higher Order confirmatory Factor Analysis (Confirmatory Tetrad)	8 March, 2022

	Analysis)	
3.	Path Analysis	9 March, 2022
4.	Mediation Analysis: Introduction, Sequential Mediation Analysis Parallel Mediation Analysis	10 March, 2022
5.	Moderation Analysis: Introduction Moderation Analysis: Interaction Effect Moderation Analysis: Multi-Group Analysis	11 March, 2022
6.	Use of PLS SEM in Different Domains of Management: Marketing, HR/OB, Finance, Operation, and Information System	12 March, 2022

**4 Images/Photos of the events**



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**5 Web sites link**

<https://zoom.us/j/91281118610?pwd=SlDnWDIGRTJleVVJV2NFQ0xhRmxTdDZ09>

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