



# Introduction to SEM / CFA Structural Equation Methods Confirmatory Factor Analysis

16th November 2019 | CMS Business School



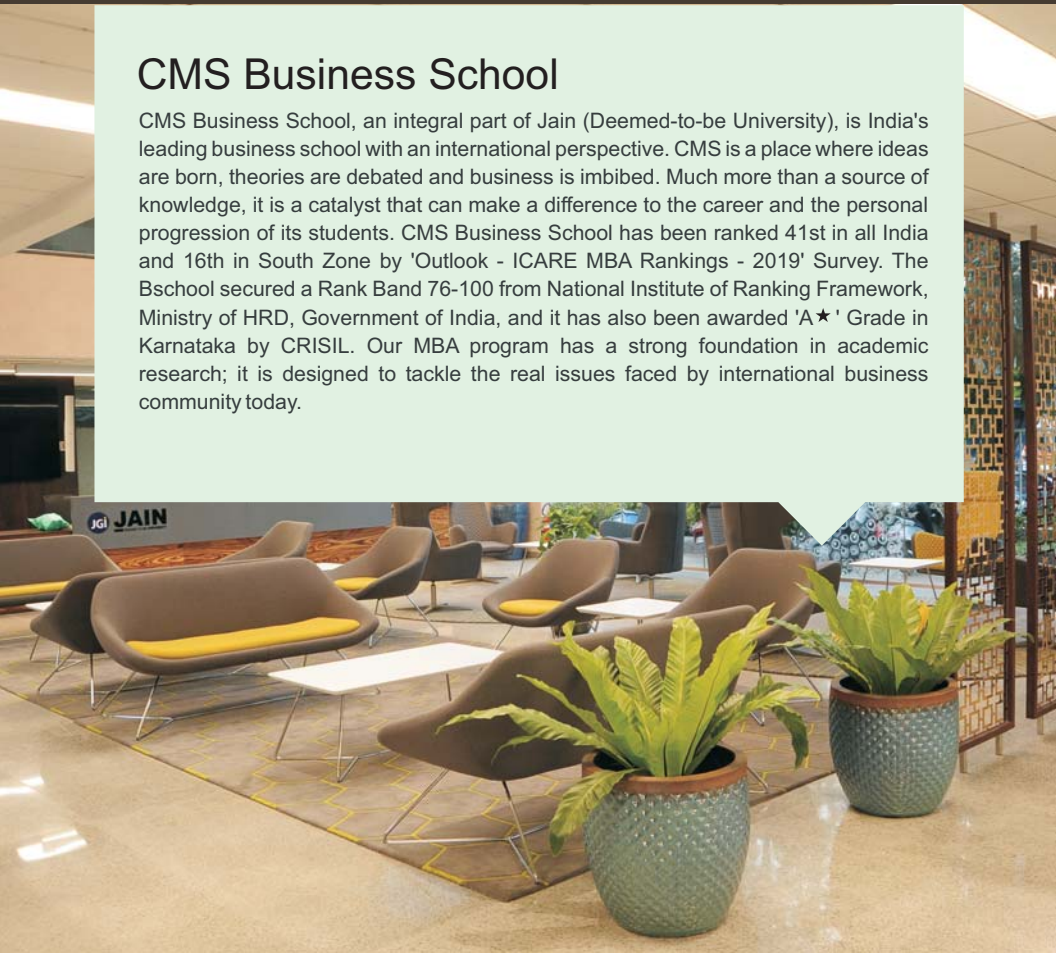
CMS BUSINESS  
SCHOOL

# Jain (Deemed-to-be University)

JAIN (Deemed-to-be University) is a comprehensive and student-focused university that works towards excellence in quality education, research and entrepreneurial development. Jain (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). KSURF, Government of Karnataka has awarded 'FIVE STAR' Institution in the category of "Young Universities" 2019. Jain has also been ranked 5th among the top private universities in India by India Today survey. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru.

## CMS Business School

CMS Business School, an integral part of Jain (Deemed-to-be University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of its students. CMS Business School has been ranked 41st in all India and 16th in South Zone by 'Outlook - ICARE MBA Rankings - 2019' Survey. The Bschoool secured a Rank Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India, and it has also been awarded 'A★' Grade in Karnataka by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues faced by international business community today.



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## Schedule

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### Session 1:

In this seminar, an introduction to SEM, confirmatory factor analysis (CFA) and structural equation methods (SEM) with latent variables will be addressed. We will begin with questionnaire design and then move to exploratory factor analyses (EFA). Issues related to the application of these techniques in marketing research will be explored and compared to the traditional analytical approaches. A comparison between EFA and CFA will be highlighted. Data analyses and interpretation of results using software program (SPSS and AMOS) will be discussed along with tests for moderation and mediation.

### Session 2:

We will then address how to build measurement models (CFA). We will also address the issue of common method variance in CFA models. The issue of model evaluation will be discussed. Finally, we will look at structural models (SEM) based on the CFA results. Discussion will focus on how these issues arise in marketing research, and examples will be emphasized. An emphasis will be placed on what social science researchers should know to conduct and review research that includes these topics.

### Session 3:

Networking



## Facilitator

**Dr. Rajesh Iyer**

Dr. Rajesh Iyer is Professor of Marketing & Director of International Business in the Foster College of Business at Bradley University. Raj has published several scholarly articles in academic journals, including the Journal of Advertising Research, Journal of Business Research, Journal of Business Ethics, Journal of Consumer Affairs, Journal of Consumer Marketing, Journal of Marketing Education, Journal of Marketing Theory and Practice, Journal of Retailing and Consumer Services, Journal of Services Marketing, Marketing Education Review, Marketing Health Services, Psychology and Marketing, among others. He has also published a book titled "MBA Fundamentals: International Business" (Kaplan Publishing). His research interests include consumer information search and consumption decision making, societal and ethical issues in the business environment, international business and scales research. He serves as an advisor to organizations in the manufacturing and services industry and has helped them take their operations overseas.

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### Fee (per participant)

Faculty, Research Scholars and Academics : Rs.1,000/-  
(Plus 18% GST applicable)

Corporate / Industry : Rs.2,000/-  
(Plus 18% GST applicable)

**Note** : The Registration fee includes entry to the program, tea, luncheon, participation certificate.

### Payment Procedure

Registration fee must be paid by Demand Draft/ NEFT in favour of "Jain University", payable at Bengaluru.

### Online Transfer / Bank Transfer

Bank Name : Karur Vysya Bank  
Branch : Jayanagar, Bengaluru  
Account Name : Jain University  
Account Number : 1315155000038088  
IFSC Code : KVBL0001315

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## Venue

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**CMS Business School, Jain** (Deemed-to-be University)

No.17, Sheshadri Road, Gandhi Nagar, Bengaluru – 560 009, Ph +91 80 4684 0400

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### Faculty Development Program Cell

Dr. Sarangpani Nivarthi +91 9611077400 | Mrs. Srividya Iyengar +91 9845689200

Email : [fmdp@cms.ac.in](mailto:fmdp@cms.ac.in)

[bschool.cms.ac.in](http://bschool.cms.ac.in)