Department of Commerce
UNIVERSITY OF KASHMIR, SRINAGAR
NAAC Accredited A++ Grade

Join Our Exclusive 5-Day Workshop on >>>>

Scale Development and PLS-SEM in SmartPLS 4.0

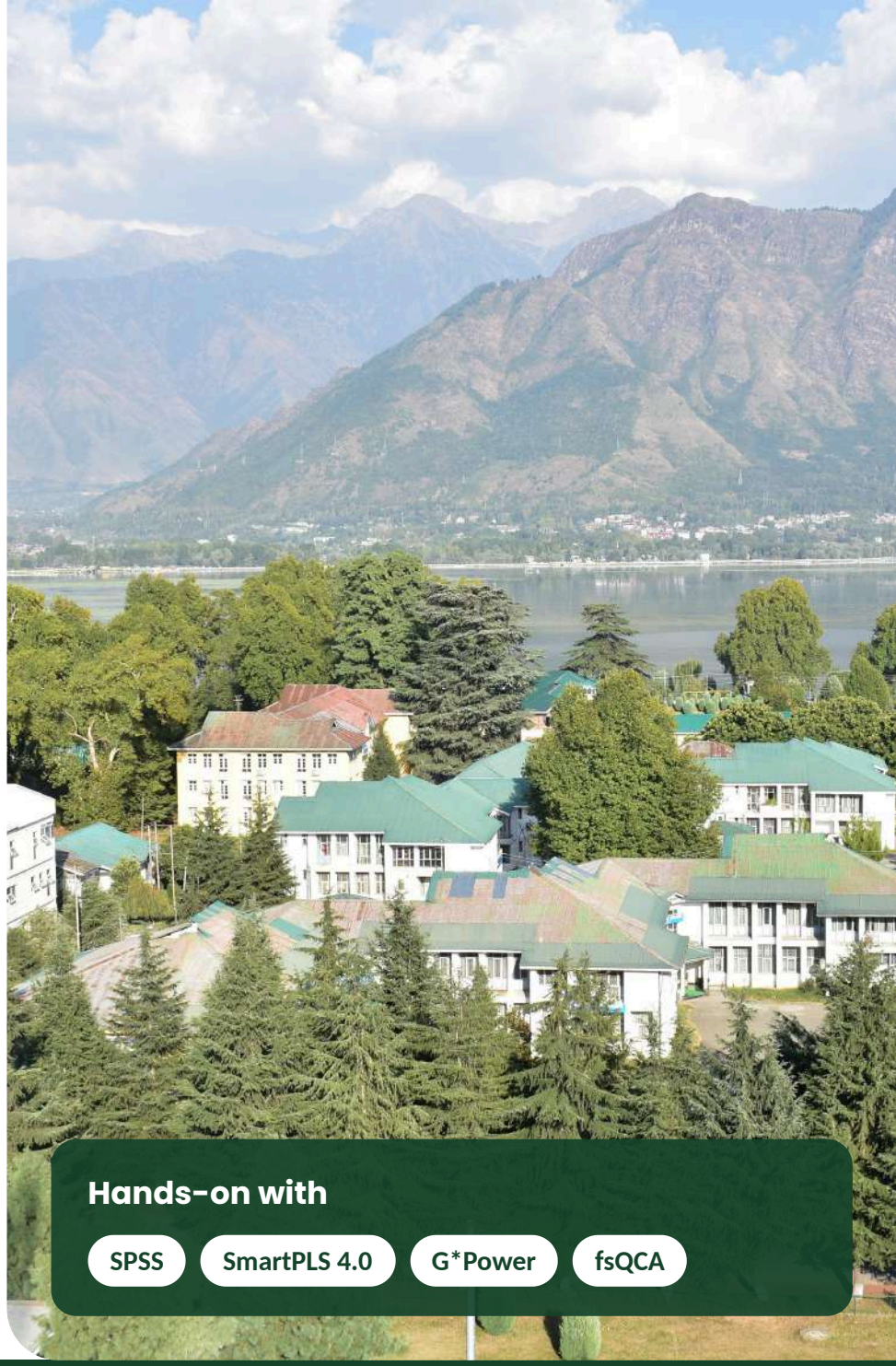
November 24–28, 2026

Venue: Department of Commerce, Hazratbal Campus

Key Takeaways

- Learn from renowned experts in scale development and PLS-SEM
- Hands-on training with real datasets in SPSS, SmartPLS 4.0, G*Power and fsQCA
- Build, validate and report scales for top-ranked journals
- Earn a Certificate of Participation
- Networking opportunities
- Accommodation facility available

Scan to Register



Registrations Close November 19, 2026

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About the University of Kashmir

NAAC Accredited A++ Grade

Founded in 1948, the University of Jammu and Kashmir underwent a significant transformation in 1969, dividing into two distinguished institutions: the University of Kashmir in Srinagar and the University of Jammu in Jammu. Situated at Hazratbal, Srinagar, the University of Kashmir enjoys a picturesque setting between the renowned Dal Lake to the east and Nigeen Lake to the west. Its sprawling 247-acre campus comprises the main Hazratbal Campus, Naseem Bagh Campus and Zakura Campus. Nestled at the foothills of the majestic Himalayas, the University of Kashmir stands as a beacon of higher education in the Kashmir Valley. It offers a robust academic environment with 12 faculties and over 50 departments, fostering intellectual curiosity and innovative research. Known for its distinguished faculty, modern facilities and vibrant student community, the university facilitates a rich cultural and learning exchange. Over the years, the University of Kashmir has expanded its reach with satellite campuses in Anantnag, Baramulla and Kupwara, enhancing access to education across remote areas. A sub-office in Jammu supports students from outside Kashmir. Committed to excellence, the university provides diverse programs across disciplines such as Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences and more. It continually introduces new and innovative programs to meet evolving student and societal needs. Accredited with the highest A++ Grade by NAAC, the University of Kashmir maintains high standards in teaching and research, contributing significantly to educational, economic and cultural development in the region and beyond.



About the Department of Commerce

Since its inception in 1970, the Department of Commerce in the University of Kashmir has been a leader in business education. Initially launching with a Master's Program in Commerce, followed by M.Phil and Ph.D. research programs, the department has continuously evolved to meet the dynamic needs of both public and private sectors. It played a pioneering role in management education until the establishment of the separate Department of Management Studies in 1991. Focused on excellence in finance and accounting education and research, the department aims to prepare students for impactful roles in India's global business landscape. Through a blend of rigorous academic training and experiential learning, it equips students with a solid foundation for careers in finance and accounting, HRM and Marketing. The department is committed to cutting-edge research that addresses contemporary business challenges and informs policy-making. With a distinguished faculty blending academic prowess and industry experience, the department emphasizes practical application alongside theoretical knowledge. Actively contributing to business and economics through research, the Department of Commerce fosters a dynamic educational environment aimed at preparing students to excel in a competitive global economy.

Master the Art of Quality Research

From measurement to modelling: develop valid scales and test them rigorously with PLS-SEM, NCA and fsQCA.

About the Workshop

Scale development and Structural Equation Modelling (SEM) have become important tools for rigorous empirical research across disciplines such as management, finance, commerce, economics and the social sciences. This workshop gives researchers a practical understanding of scale development, reliability and validity assessment, and Partial Least Squares Structural Equation Modelling (PLS-SEM). Participants will learn through conceptual discussions, demonstrations and hands-on exercises in SmartPLS 4.0. By the end, they will be able to develop and assess measurement models, evaluate structural relationships and interpret research findings effectively.

5 days, offline | **15** sessions | **2** experts | **4** software tools

Objectives

1. To enable participants to understand and handle cross-sectional data for analysis and effective interpretation.
2. To acquaint participants with interpreting primary data for sound business decisions.
3. To familiarise participants with the scale development and validation process for effective, industry-oriented research.
4. To equip participants with advanced quantitative techniques for cross-sectional data using SmartPLS 4.0.

Program Outcomes · Participants will be able to:

- conduct cross-sectional research in the social sciences
- develop sound scales for effective industry research
- frame theoretical frameworks for social science research
- use cross-sectional research to forecast and predict respondents' behaviour

Dive Deep into Essential Topics

01 Concepts, Constructs, Dimensions & Item Generation
02 Reflective vs. Formative Scales
03 Exploratory Factor Analysis (EFA)
04 Confirmatory Factor Analysis: Reliability & Validity
05 Common Method Bias & Marker Variable Analysis
06 Structural Model Assessment (Hair et al., 2026)
07 Higher-Order Constructs: Two-Stage & Disjoint Two-Stage
08 PLS Predict & Importance-Performance Map Analysis
09 Sample Size Estimation with G*Power
10 Mediation: Simple, Parallel, Serial & Conditional
11 Categorical & Interaction Moderation
12 Necessary Condition Analysis (NCA)
13 fsQCA: Truth Tables, Sufficiency & Necessity, and Reporting in Research Papers

Hands-On Training with Top Software

SPSS
Exploratory Factor Analysis on real datasets

SmartPLS 4.0
Measurement & structural models, mediation, moderation

G*Power
Sample size assessment

fsQCA
Truth tables, sufficient & necessary conditions

Learn the skills of research from scratch

Programme Schedule

Tea break 11:30–11:45 AM · Lunch break 1:00–2:00 PM (12:45 PM on Day 1)

Day 1 · Tue, 24 Nov
Prof. Puja Khatri

10:00–10:30 AM
Inaugural Function

10:30–11:30 AM
Concepts, Constructs, Variables, Dimensions, Items; Questionnaires & Types of Scales; Theoretical Modelling; Lower- and Higher-Order Constructs

11:45 AM–12:45 PM
Reflective & Formative Scales; Seminal Papers; Dimension Identification (Deductive & Inductive); Dimension Table; Item Generation

2:00–3:30 PM
Exploratory Factor Analysis: KMO-Bartlett, Communality, Eigenvalues, Rotation (hands-on in SPSS)

Day 2 · Wed, 25 Nov
Prof. Puja Khatri

10:00–11:30 AM
Installing SmartPLS 4.0 (Student Version); Confirmatory Factor Analysis: Reliability & Validity of Reflective Scales

11:45 AM–1:00 PM
Reliability & Validity of Formative Scales (hands-on in SmartPLS 4.0)

2:00–3:30 PM
Common Method Bias; Marker Variable Analysis; Nomological Validity; Generalizability (hands-on)

Day 3 · Thu, 26 Nov
Dr. Atul Shiva

10:00–11:30 AM
Structural Model Assessment for VB-SEM as per Hair et al. (2026)

11:45 AM–1:00 PM
Higher-Order Constructs: Reflective-Reflective, Reflective-Formative, Formative-Formative; Two-Stage & Disjoint Two-Stage Approach

2:00–3:30 PM
PLS Predict; Importance-Performance Map Analysis; G*Power for Sample Size

Day 4 · Fri, 27 Nov
Dr. Atul Shiva

10:00–11:30 AM
Mediation Analysis: Simple, Parallel, Serial & Conditional

11:45 AM–1:00 PM
Categorical & Interaction Moderation

2:00–3:30 PM
Necessary Condition Analysis (NCA): identifying critical and necessary factors for predicting consumer behaviour

Day 5 · Sat, 28 Nov
Dr. Atul Shiva

10:00–11:30 AM
Introduction to fsQCA; Handling Non-Linear Effects

11:45 AM–1:00 PM
Truth Table; Sufficient Conditions with Necessary Functions

2:00–3:30 PM
Reporting fsQCA in Research Papers

3:30 PM onwards
Valedictory Function & Distribution of Certificates

Resource Persons



Prof. Puja Khatri

Professor, University School of Management Studies

Guru Gobind Singh Indraprastha University, Delhi

Prof. Puja Khatri has over 23 years of experience in industry, teaching and research. An alumna of Kurukshetra University, she holds a PhD in Organizational Behaviour and Higher Education from GJU, Hisar, and is a trained and certified Behaviour Analyst specialising in psychometric profiling. Her expertise covers research methodology, scale development and validation, and PLS-SEM, and she works with SmartPLS 4, R, AMOS and SPSS. She has conducted workshops at NIT Kurukshetra, FMS (DU), the University of Kashmir, IIPA and Punjab University, and is a recurring resource person for psychometric testing with Indian Oil, the Indian Army and UGC-HRDC. She has published 150+ research papers in Scopus, Web of Science and ABDC-listed journals, presented 70+ papers at venues including Cambridge University and the University of Melbourne, authored 6 books, and supervised 5 completed PhDs, with 6 more in progress.

ET Now Best Professor in OB (2019) | 150+ papers | 6 books



Dr. Atul Shiva

Associate Professor & Dean Research

Jaipuria Institute of Management, Noida

Dr. Atul Shiva has 22 years of teaching and research experience and earned his PhD from Punjabi University, Patiala, on social media and retail investor behaviour. He is a certified SmartPLS trainer from the Northern Institute of Technology, Technical University of Hamburg (TUHH), Germany. His work appears in journals such as Technovation, Journal of Business Research, Marketing Intelligence & Planning and Journal of Knowledge Management. He has led SmartPLS workshops sponsored by the SmartPLS developers at MICA Ahmedabad, NIT Bhopal, NIT Kurukshetra, the University of Kashmir, GNDU and MDU Rohtak, among others, and has delivered 150+ webinars across India and abroad. He is Editor-in-Chief of the Journal of Commerce, Economics and Finance and Associate Editor of the Indian Journal of Finance (Scopus-indexed), and a recipient of the Emerald Literati Award (2022).

Certified SmartPLS Trainer | 1,240+ citations | h-index 18 | i10-index 23

Who Should Attend

Students, research scholars, faculty members and industry professionals in Commerce, Management, Economics and the Social Sciences.

Registration Fee

Includes lunch, refreshments and workshop kit for all five days

College / University Students **₹2,000**	Research Scholars **₹2,500**
Faculty Members **₹3,000**	Industry Professionals **₹5,000**

Mode of Payment

Pay by NEFT or online transfer to:

Account No.	**0007040510000285**
Account title	**Research Methodology and Data Analysis**
Bank	**Jammu & Kashmir Bank Limited**
Branch	**Hazratbal, Srinagar**
IFSC Code	**JAKA0NASEEM**

Step 1 · Scan to Pay

Step 2 · Scan to Register

Instructions for Participants

- Admission is on a first-come, first-served basis as seats are limited. Fees once paid will not be refunded.
- For updates, visit our website regularly: **https://financialstudies.uok.edu.in**
- Participants must bring their laptops with SPSS installed; SmartPLS 4.0 (Student Version) will be installed on Day 2.
- A Certificate of Participation will be awarded on successful completion of the programme, subject to full attendance.

Accommodation Facility

Accommodation can be provided to participants from outside the UT of Jammu & Kashmir on request. Participants can opt for single or twin-sharing rooms in the University's Sheikh Hamza Guest House, nestled within the heritage chinar (maple) tree garden known as Naseem Bagh, subject to availability.

Charges for Accommodation

Single Room	**₹750 per night**
Twin-sharing Room	**₹1,250 + 12% GST per night**

Charges do not include dinner and breakfast. For booking and availability: **commercedepartment@uok.edu.in**

Travel Advisory

The University of Kashmir is conveniently located near the esteemed Dargah Hazratbal Shrine and the serene Nigeen Lake. Participants can explore numerous renowned tourist attractions within a 5–10 km radius of the university, including Dal Lake, Foreshore Road, Mughal Gardens, Botanical Garden, Tulip Garden, Cheshma Shahi, Pari Mahal, Nehru Park, Boulevard Road, Lal Chowk, Jamia Masjid, Badamwari Garden, Hari Parbat, Shankaracharya Temple and Makhdoom Sahib Shrine. The University is approximately 16 km from Srinagar International Airport and about 8 km from the Tourist Reception Centre, the primary drop-off point for buses and taxis arriving from outside Srinagar. Participants can use cab services like Ala Cabs, Jugnoo and Uber for convenient travel to the University or around the city. Additionally, the air-conditioned Srinagar Smart City Red Buses offer an economical and comfortable means of transport within the city.

Weather Advisory

Late November in Srinagar is cold. Daytime temperatures are roughly 8–15 °C, and nights and early mornings can fall to around 0 °C or below. Please bring heavy woollens, a warm jacket, a cap and gloves. The air is generally dry with clear skies, so the city's famous autumn chinar colours may still be on view.

For further information

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Registrations Close
November 19, 2026