



Workshop on Factor Analysis (Exploratory and Confirmatory) Using SPSS and AMOS Software

February 19, 2012

**SAHVIKAS
V.M. PATEL INSTITUTE OF MANAGEMENT &
CENTRE FOR MANAGEMENT STUDIES
GANPAT UNIVERSITY**

Introduction

The oldest and best-known statistical procedure for investigating relations between sets of observed and latent variables is that of factor analysis. Factor analysis is one of the more widely used procedures in the management and social researcher's arsenal of analytic tools. Perusal of the literature reveals that factor analysis has become an indispensable part of a researcher's statistical repertoire, second in application only to regression analysis among multivariate techniques.

Factor Analysis has been cited as the most widely applied multivariate techniques in the social sciences. Because of its versatility and robustness, factor analysis has been applied in countless research endeavors and has been the subject of literally hundreds of methodological inquiries. A search of commonly used literature databases revealed that more than one lac articles have been published alone with the term "factor analysis" in the title or abstract or used as a keyword. The ubiquity of factor analysis is indisputable.

In recent years, factor analysis has become accessible to a wider circle of researchers and students, primarily due to the development of high speed computers and the packaged computer programs (e.g., SPSS and AMOS). This has resulted in a large group of users who do not have enough mathematical training to follow standard texts on the subject, but are nevertheless eager to explore and exploit the potentials of the method for their own research.

Objectives of Workshop

The workshop is designed keeping the audience in mind who are willing to invest some effort to gain a firmer grasp of conceptual foundations of factor analysis in order to apply the method correctly and creatively using computer software.

The workshop primarily has following objectives

1. To introduce the basic concepts of Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) – as applied in Management and Social Research
2. To illustrate the basic procedures for applying EFA and CFA using SPSS/AMOS software.

Date, Time and Venue

Sunday, February 19, 2012 | 9:30 am to 5:00 pm

Center for Management Studies,
Industry Interface Centre, Divine Child International School,
Near Narmada Canal, Adalaj-Chandkheda Road,
Zundal, Ahmedabad.

Registration Fees

Rs. 800/- per participant.

Special discount of Rs. 150 per participation will be given in case of group (three or more participants) registration.

Last Date for Registration: February 11, 2012

Faculty of Management Studies Ganpat University

Ganpat University, approved under section 2 (f) of UGC, is a hi-tech education campus with ultra modern infrastructure facilities, located on 300 acres of lush green campus on Mehsana – Gandhinagar Highway, Gujarat, India.

The University provides technical and professional education in the areas of Management, Engineering, Pharmacy, Computer Science, Biosciences, Social Work and Education, offering Diploma, Graduation, Post Graduation, M.Phil. and Ph.D. Programs.

Faculty Management Studies offers BBA, 5 year Dual Degree BBA + MBA Programs, MBA, M.Phil and Ph.D. programs in Management. We offer our students choice of specialization in Marketing Management, Finance Management, Human Resource Management, Agribusiness, Financial Services, Pharmaceuticals, Retail Management and International Business. FMS believes in balanced approach for theoretical and practical learning and to achieve this, it organizes seminars, symposiums, case writing workshops and student competitions on regular basis at national and international levels.

Schedule of Workshop

9:30 – 10:00 Registration with tea

10:00 – 1:00 Exploratory Factor Analysis

(Introduction of Factor Analysis, Application of Factor Analysis, Difference between Exploratory and Confirmatory Factor Analysis, Concepts in Exploratory Factor Analysis (EFA), Running EFA using SPSS).

Dr. Vipul Patel, Assistant Professor, V.M.Patel Institute of Management, Ganpat University

1:00 – 2:00 Lunch Break

2:00 – 5:00 Confirmatory Factor Analysis

(Introduction of Confirmatory Factor Analysis (CFA), Application of CFA, Concepts in CFA, Running CFA using AMOS Software).

Dr. S. Chinnam Reddy, Dean, Faculty of Management, Marwadi Education Foundation's Group of Institutions, Rajkot

5:00 – 5:30 Tea Break



Coordinators:

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