



## SHRI RAM COLLEGE OF COMMERCE

University of Delhi  
(NAAC Accredited 'A+')

# Two Day National Workshop on Research Methods: Scale Development

**October 17-18, 2018**  
SRCC, University of Delhi  
Maurice Nagar, Delhi-110007

### About the College

Established in 1926, Shri Ram College of Commerce is a pioneer in the field of Commerce and Economics education in India. With a vision of being “*A College of Global Choice*” driven by a mission of “*Achieving and Sustaining excellence in teaching and research, and enriching local, national and international communities through the research, the skills of alumni, and the publishing of academic and educational materials*”, Shri Ram College of Commerce aims at integration of the highest standards of quality in every aspect of its institutional functioning from imparting education to development of the nation. The College is rated 'A+' by National Assessment and Accreditation Council and has been ranked consistently number 1 College by India Today-AC Nielsen Survey for Commerce education in the country.

### About the Workshop

Recognizing the need for training in research and development of research competencies, Shri Ram College of Commerce is organizing a two day National Workshop on Research Methods. The purpose of this Workshop is to describe the process for developing reliable and valid measurement instruments that can be used in field research setting. Many instances exist in which the researcher cannot find an adequate or appropriate existing scale to measure an important construct. In these situations it is necessary to create a new scale. Failure to carefully develop a measurement instrument can result in invalid and uninterpretable data. The workshop will introduce a systematic process to assist researchers in devising usable scales.

The following topics shall be covered:

1. Item design and Construction in questionnaire
2. Measuring Reliability and Validity of questionnaire
3. Principal Component Analysis

The course delivery will be a mix of theory (why) and application (what) to inculcate the ability in participants to understand and assimilate the underlying assumptions, logic and theory behind these methods. The pedagogy of the workshop will have a composite blend of interactive lectures and hands-on training in the research methods. Emphasis will be on building concepts with the requisite rigour and analysis of research data. Participants will be provided with the relevant data sets for the purpose of analysis in order to facilitate experiential learning. It needs to be emphasized that the workshop will meet an important end of discussing quantitative tools for analysing qualitative data.

### Objectives of the Workshop

The workshop has been organized keeping in mind the emerging needs of the community of academics and researchers. As such, the objectives of the workshop are:

- To provide a stimulus to the keen learners comprising of research scholars, academicians and professionals
- To acquaint participants with the basic principles, concepts and problems of the listed research methods
- To provide an application-oriented experience of the techniques and models used in research
- To hone the analytical skills of participants in conceptualizing and understanding the research outputs

### Who should attend

The workshop shall be of immense interest to :

- Faculty Members/Academicians
- Research Scholars
- Professionals/Executives engaged in the field of data analytics and primary research

### Registration

Please register through the online link:

<https://goo.gl/forms/b4zr1tP95loGgn13>

As there are limited number of seats, registration for the workshop shall be made on 'first come, first serve basis'. Applicants will be sent a mail towards confirmation of their seat. Once a seat has been reserved, no refund shall be made later on.

A Certificate of Participation will be provided to all participants on successful completion of the workshop

### Important Dates

Registration Starts: **September 27, 2018**

Registration Closes: **October 11, 2018**

Confirmation of seat: **October 12, 2018**

### Contact us

**For any queries, mail us at:**

[nationalworkshopsrcc@gmail.com](mailto:nationalworkshopsrcc@gmail.com)

**Or contact Mr. Anil Kumar: +91-7503215225**

### Payment

The fee for the two-day workshop is **Rs. 2,000/-** which includes workshop kit, lunch and tea/coffee/snacks for two days. Accommodation will be provided on request.

The fees can be paid through Online banking or NEFT/IMPS to:

**Account Name:** Principal, Shri Ram College of Commerce

**Account Number:** 10851301539

**Bank Name and Branch:** State Bank of India, SRCC Branch (10437)

**IFSC Code:** SBIN0010437

**MICR Code:** 110002439

Kindly provide the transaction number in the registration form.

### Resource Persons

#### Dr. C. S. Sharma

Dr. C. S. Sharma is a distinguished educator with broad experience in India and overseas in teaching, program development (including enriched digital content), institution building, financial performance and business development. *Author of eleven books and forty-one research papers*, with publications on topics like Fuzzy Financial Ratios,

Mergers and Acquisitions, Servant Leadership, Spirituality and Green Purchasing Intentions, Default Probability, Trust etc. he has acted in a consultative capacity to corporations, renowned institutions of higher learning, and is a sought-after speaker notably in research methodology, human behaviour and finance. Currently, engaged in teaching at SRCC, earlier he was Director at Maharaja Agrasen Institute of Management Studies and JRE Group of Institutions. He has conducted numerous workshops and training programmes at Institutions like Punjab Police Academy, Ramanujan College-DU, NHPC, TISS-Mumbai, CPDHE-Delhi University, Academic staff College-Guru Jambheshwar University, MDU Rohtak, Manav Rachna University, National Academy for Training & Research in Social Security, Govt. of India etc.

#### Mr. Harish Kumar

Mr. Harish Kumar is a faculty member at Shri Ram College of Commerce. Prior to joining SRCC, he worked as a Assistant Manager in State Bank of India. Co-author of three books, he has published fourteen research papers in reputed journals and is frequently invited resource persons Data Analytics and related tools for research

## Schedule

**Day 1: Wednesday, October 17, 2018**

<b>Registration</b>	8:30 to 9:00 am
<b>Inaugural Session</b>	9:00 to 9:30 am
<b>Session I: Background and Introduction</b>	9:30 to 11:00 am
<b>Tea break</b>	11:00 to 11:15 am
<b>Session II: Item Generation and Writing</b>	11:15 am to 1:00 pm
<b>Lunch</b>	1:00 to 2:00 pm
<b>Session III: Content Adequacy Assessment - I</b>	2:00 to 3:30 pm
<b>Tea break</b>	3:30 to 3:45 pm
<b>Session IV: Content Adequacy Assessment - II</b>	3:45 to 5:15 pm

**Day 2: Thursday, October 18, 2018**

<b>Session I: Reliability</b>	9:30 to 11:00 am
<b>Tea Break</b>	11:00 to 11:15 am
<b>Session II: Validity : Using PCA</b>	11:15 to 1:00 pm
<b>Lunch</b>	1:00 to 2:00 pm
<b>Session III: Validity : Using CFA</b>	2:00 to 3:30 pm
<b>Tea break</b>	3:30 to 3:45 pm
<b>Session IV: Scoring through 'Normalization' of raw data</b>	3:45 to 5:15 pm
<b>Valedictory</b>	5:15 onwards

## Organizing Team

**Patron**

**Prof. Simrit Kaur**

(Principal, Shri Ram College of Commerce)

**Members**

**Dr. C. S. Sharma**

*Convener*

**Dr. Abhay Jain**

*Co-Convenor*

**Mr. Harish Kumar**

*Member*

**Mr. Anil Kumar**

*Member*

**Ms. Poonam**

*Member*

**Ms. Sarita Gautam**

*Member*

**Students Advisors**

**Ms. Divyanshi Rohilla**

**Ms. Mehak Sharma**

**Mr. Gurpreet Singh Sandhu**

**Ms. Krishan Mohan**

