

Jaipuria Institute of Management, Noida  
organizes

Seven-Days Advanced Research Skills FDP on  
**Integrating Qualitative, Mixed-Methods,  
and PLS-SEM Techniques**



15th – 21st December 2025

## PROGRAM OBJECTIVE

To help participants analyze cross-sectional data, support theory development, and ensure clear interpretation

To acquaint participants with interpreting primary data from sound business decisions.

To enable participants in the scale development process and validation for conducting effective industry-oriented research.

To enable participants with quantitative research using advanced techniques of PLS-SEM in SmartPLS 4.0

To build participants' skills in designing, conducting, and analyzing qualitative research with practical exposure to NVivo.

The participants will be able to conduct cross-sectional research in social science.

The participants will be able to frame theoretical frameworks in social science research.

The participants will be able to develop correct scales for conducting effective research in the industry.

The participants will be able to use advanced statistical techniques of cross-sectional research for forecasting and predicting consumer preferences.

Participants will be able to use qualitative and mixed methods with NVivo software to gather, code, and analyze data for their own research.

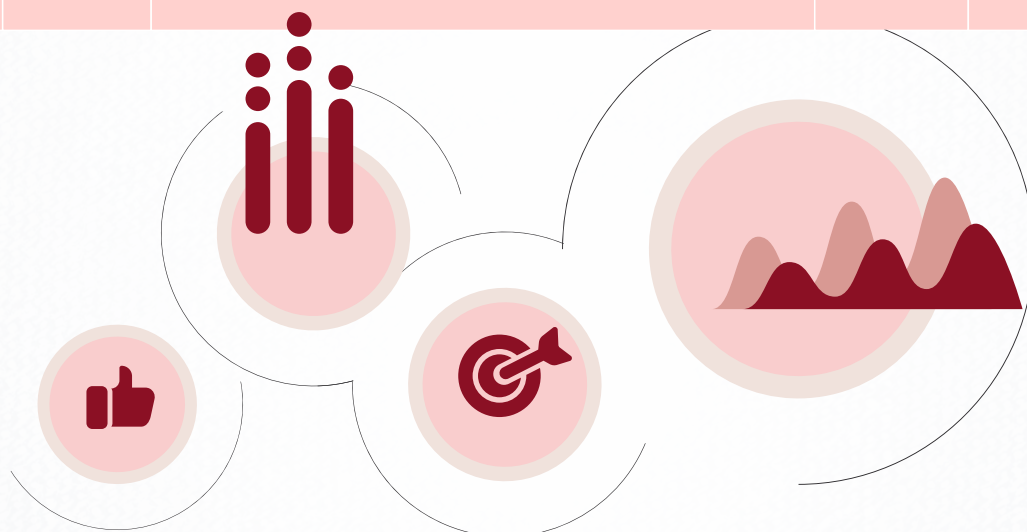
## PROGRAM OUTCOMES

## PROGRAM SCHEDULE

| Day & Date             | Timings              | Topic                                                                                                                                                                                                            | Resource Person  | Designation & Organization      |
|------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------|
| 15.12.2025<br>(Monday) | 10:00 AM to 10:30 AM | Inaugural Function                                                                                                                                                                                               | Dr. Puja Khatri* | Professor, GGIPU, Dwarka, Delhi |
|                        | 10:30 AM to 11:30 AM | Demystifying Concepts, Constructs, Variables, Dimensions, Items; Questionnaire & Scales, Type of Scales, Models, Handling effective research in Industry; Managing Theoretical Frameworks in effective research. |                  |                                 |
|                        | 11:45 AM to 01:15 PM | Introduction to Theoretical Modeling, Discussion of lower- and higher-order constructs, Introduction to reflective and Formative Scales, Discussion of Seminal Papers for higher-order scaling and measurement   |                  |                                 |
|                        | 2:30 PM to 4:00 PM   | Dimension Identification through deductive and inductive inquiry, Dimension Table. Item Generation, Discussion of Seminal Papers for reporting practices of Dimensionality                                       |                  |                                 |

|                           |                         |                                                                                                                                                                                                                                                                       |                  |                                                                                |
|---------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------------------------------------------------|
| 16.12.2025<br>(Tuesday)   | 10:00 AM to<br>11:30 AM | Face Validation, Content Validation, Measurement through Content Validity Index, Calculation and assessment of I-CVI, S-CVI (S-CVI/UA, S-CVI/Ave), Modified Kappa ( $k^*$ ), Discussion of Seminal Papers for calculation, assessment, and reporting of item analysis | Dr. Puja Khatri* | Professor, GGIPU, Dwarka, Delhi                                                |
|                           | 11:45 AM to<br>01:15 PM | Pilot testing through Exploratory Factor Analysis; Discussion on KMO-Bartlett, Communality, Eigen Values, Rotation, and Factor Generation; Hands-on experience through datasets using SPSS                                                                            |                  |                                                                                |
|                           | 2:30 PM to<br>4:00 PM   | Confirmatory Factor Analysis; Reporting of Reliability and Validity practices for different types of scales; Evaluation of Latent factor Structure; Common Method Bias; Marker Variable Analysis; Hands-on experience through datasets using SmartPLS 4.0             |                  |                                                                                |
| 17.12.2025<br>(Wednesday) | 10:00 AM to<br>11:30 AM | Managing Reflective and Formative Measurement Model Assessments                                                                                                                                                                                                       | Dr. Atul Shiva   | Assistant Professor and FPM Chair, Jaipuria Institute of Management, Noida     |
|                           | 11:45 AM to<br>01:15 PM | Handling Higher Order Constructs: Reflective-Reflective and Reflective-Formative; Formative-Formative Assessments. Application of the Repeated Indicator Approach and Two-Stage Approach                                                                              |                  |                                                                                |
|                           | 2:30 PM to<br>4:00 PM   | Application of Structural Model Assessments with VB-SEM. Hands-on experience through datasets using SmartPLS4.0                                                                                                                                                       |                  |                                                                                |
| 18.12.2025<br>(Thursday)  | 10:00 AM to<br>11:30 AM | Identifying critical and necessary factors for predicting consumer behavior by Necessary Condition Analysis (NCA) is a new frontier of research.                                                                                                                      | Dr. Atul Shiva   | Assistant Professor and FPM Chair, Jaipuria Institute of Management, Noida     |
|                           | 11:45 AM to<br>01:15 PM | Introduction to fuzzy set Qualitative Comparative Analysis (fsQCA).                                                                                                                                                                                                   |                  |                                                                                |
|                           | 2:30 PM to<br>4:00 PM   | Writing Effective Research Papers with fsQCA                                                                                                                                                                                                                          |                  |                                                                                |
| 19.12.2025<br>(Friday)    | 10:00 AM to<br>11:30 AM | Editors' views: The Road to Top Category Journals                                                                                                                                                                                                                     | Dr. Nidhi Singh  | Associate Professor and Dean Research, Jaipuria Institute of Management, Noida |
|                           | 11:45 AM to<br>01:15 PM | Understanding the Role of Theory in Research: Foundations and Relevance                                                                                                                                                                                               |                  |                                                                                |
|                           | 2:30 PM to<br>4:00 PM   | Research gaps as a basis for theory: Identifying gaps through critical review                                                                                                                                                                                         |                  |                                                                                |

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|--------------------------|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------|
| 20.12.2025<br>(Saturday) | 09:30 AM to 11:00 AM | An introduction to the foundations of qualitative research, covering its purpose, data sources, key methodologies, quality criteria, and practical reflection on its application in participants' research                                | Dr. Nistha Malik | Associate Professor, Jaipuria Institute of Management, Lucknow |
|                          | 11:15 AM to 12:45 PM | An overview of research design and data collection in qualitative studies, focusing on research questions, sampling, data collection methods, ethical considerations, and a hands-on activity to draft an interview guide                 |                  |                                                                |
|                          | 2:00 PM to 3:30 PM   | An introduction to qualitative data analysis and interpretation, covering preparation, key analytical approaches, reflexivity, rigor, and a hands-on coding exercise from transcript to themes using NVivo.                               |                  |                                                                |
|                          | 3:45 PM to 5:00 PM   | Hands-on NVivo Training & Application<br><br>Hands-on activity: Each participant imports a small dataset (provided) and codes it, then generates themes and a visual output (word cloud, hierarchy chart).                                |                  |                                                                |
| 21.12.2025<br>(Sunday)   | 10:00 AM to 11:30 AM | Crafting an Effective Research Paper Introduction: Establishing the rationale and significance of the study and identifying the gap                                                                                                       | Dr. Richa Misra  | Associate Professor, Jaipuria Institute of Management, Noida   |
|                          | 11:45 AM to 01:15 PM | Articulating the focus, objectives, and contribution of the research                                                                                                                                                                      |                  |                                                                |
|                          | 2:30 PM to 4:00 PM   | Paper Presentations and Valedictory Session<br><i>*FDP includes a dedicated paper presentation segment exclusively for research scholars. The top five papers will be selected for presentation and recognition during the programme.</i> |                  |                                                                |



## RESOURCE PERSONS



**Dr. Nidhi Singh** has over 17 years of experience in teaching and corporate settings. She is currently an associate professor in finance at Jaipuria Institute of Management, Noida. She has her Ph.D. from GGSIP University, Delhi. She has also qualified for the UGC Net. Her research expertise lies in theoretical background development, model building, identifying research gaps, and writing effective literature reviews. In this context, she has published in several A\*, A, and B category ABDC journals, including the National and International Repute, including the International Journal of Information Management (A\*), the International Journal of Hospitality Management (A\*), the Journal of Enterprise Information Management (A), technology forecasting and social change (A), the Journal of Contemporary Hospitality Management (A), the Annals of Operation research (A), the Journal of Retailing and Consumer Services (A), Electronic Markets (A), and similarly other A category journals. She also published more than 30 papers in other Scopus/WOS-indexed journals with a high impact factor.



**Prof. Puja Khatri** Prof. Puja Khatri is currently working as a Professor at the University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi. Prof. Puja Khatri is an alumnus of Kurukshetra University and has her PhD degree in Organizational Behaviour and higher education from GJU, Hissar. She is a trained and certified Behaviour analyst with specialization in Psychometric Profiling. She is an expert in the area of Research Methodology, Scale Development and validation, and Partial Least Squares Structural Equation Modelling. She is well-versed with various software packages like SmartPLS 4, R, AMOS, SPSS, etc. Her areas of specialization include well-being, happiness, business communication, and leadership (to name a few). As an avid researcher, she strives to analyze contemporary management issues within wider social, cultural, and technological contexts. She has been awarded as 'Best professor in Organisational behaviour' by ET Now in December 2019. She has also featured as the most Inspirational

woman in August 2019 in the Inspirational Women category (academia), by We are the city. She has been conducting workshops in the area of research methodology, scale development and validation, higher order structural equation modelling, data analytics, self-assessment, personality assessment, behavioral profiling in Institutions of repute like NIT Kurukshetra, FMS DU, University of Kashmir, IIPA, Punjab University, IMS, etc. She is also a recurrent resource person for Psychometric testing with organizations like Indian Oil, Indian Army, and UGC HRDC. In her rich 23 years of experience in industry, teaching and research, she has published more than 150 research papers many of which are published by Emerald, Taylor and Francis and other national and international journals indexed in Scopus, Web of Science, and ABDC listing; presented over 70 research papers in conferences and universities of repute, to name a few, Cambridge University, University of Melbourne, University of Scotland, University of Valencia, Zurich University, etc. She has to her credit 5 completed doctoral projects and 6 are in progress. Additionally, she has authored 6 books in the areas of personality assessment, mind and management, and positivity.



**Dr. Richa Misra** is an accomplished academican with over 21 years of teaching experience in Information Systems, Research Methods, and Decision Science. She holds a Doctorate in Management from Amity University and has made significant contributions to research in Consumer Behavior and Information Systems. With an impressive publication record of 78 research papers, including 60 Scopus-indexed publications and an h-index of 18, Prof. Misra has been featured in renowned journals such as Elsevier, Emerald, and Taylor & Francis. She has also presented her research and case studies at prestigious international conferences and academic forums.

Beyond academia, Prof. Misra has conducted corporate training programs in leading organizations, specializing in: IT Security, Qualitative & Quantitative Research Methods, Data Analysis & Decision Making, and Quantitative Techniques for HR & Marketing. As a faculty member at Jaipuria Institute of Management, Noida, she continues to shape the future of management education through research, teaching, and industry collaborations.



**Dr. Atul Shiva** Dr. Atul Shiva is currently working as an Associate Professor of Management and Fellow Program in Management Chair at Jaipuria Institute of Management, Noida, Uttar Pradesh.

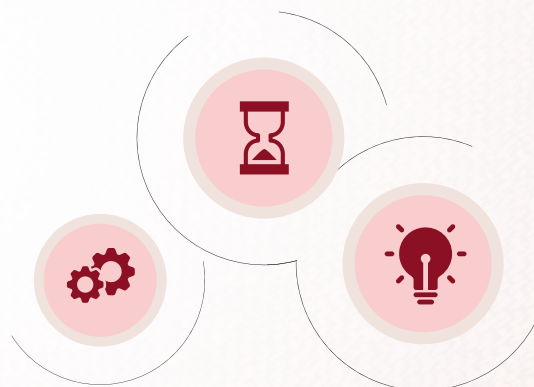
He earned his PhD in social media and investor behavior within the field of Behavioral Finance from Punjabi University, Patiala. His areas of expertise include Behavioral Finance and Business Analytics, and he has 20 years of teaching experience. He is a certified trainer in SmartPLS Software from the Northern Institute of Technology, Technical University of Hamburg (TUHH), Germany. His leading Scopus publications are in national and international journals such as Marketing Intelligence and Planning, Journal of Business Research, Journal of Knowledge Management, Borsa Istanbul Review, Journal of Financial Services Marketing, Qualitative Research in Financial Markets, Benchmarking, and many others are in the process of publication.

He has conducted research methodology workshops on PLS-SEM in SmartPLS Software at NIT Bhopal and Kurukshetra, University of Kashmir, University of Kerala, University of Jammu, MDU Rohtak, Guru Nanak Dev University, Amritsar, Punjabi University, Patiala, Amity University (Noida, Chhattisgarh, Kolkata, and Gwalior Campuses), Prestige Institute of Management, Gwalior, University of Burdwan, Kolkata, Kurukshetra University, Guru Jambheshwar University, Hisar, and other reputed institutions across India. All these workshops were sponsored by the developers of SmartPLS from Germany. Currently, he has conducted over 150 national and international webinars on SmartPLS SEM in both offline and online modes across India and abroad. He served as the Guest Editor of the Journal of Content, Community, and Society at Amity University, Gwalior, for the 2020 and 2023 (June and December issues). The journal is indexed in Scopus. He received the Emerald Literati Award for his publication in the International Journal of Pervasive Computing and Communications in 2022.



**Dr. Nishtha Malik** has more than 14 years of academic and industry experience. She has earned her doctoral degree in the area of Authentic Leadership and its impact on Contextual Performance. She has worked as a lead researcher on a project with a team of professors from the University of Washington, the University of Idaho, and the University of Virginia. She has been actively involved in conducting workshops on Research Methodology, Quantitative and Qualitative Techniques with Software Applications, both at the National and International level. Her teaching expertise encompasses Organizational Behavior, HR Analytics, Strategic Human Resource Management, Workplace diversity, Employee Well-being, Positive Organizational Behavior, Leadership and Team building, Sustainable Human Resource

Management, and Research Methodology etc. Her corporate training interests include Resilience and Change Management, Building Trust and Resilience, Positive Behavioral Intervention System, Building Effective Teams, Change Management and Organizational Transformation, Interpersonal Effectiveness, Team Building, Leadership, Employee Engagement, and Training Development. She has published in top-ranked international journals like the International Journal of Hospitality Management, International Journal of Manpower, Technological Forecasting and Social Change, Internet Research, Annals of Operation Research, Personnel Review, Technovation, Journal of Brand Management, International Journal of Nursing Studies, etc. She is a reviewer for journals like Leadership & Organization Development, Personnel Review, Healthcare, Management Review, International Journal of Nursing Studies, International Journal of Hospitality Management, etc.



## REGISTRATION FEES

### Offline Mode

Research Scholars: **₹4,000** (without accommodation)

Faculty Members (from other institutions): **₹5,000** (without accommodation)

#### Account Details

|                  |                                                                            |
|------------------|----------------------------------------------------------------------------|
| Beneficiary Name | Jaipuria Noida Fees Collection Account                                     |
| Bank Name        | Axis Bank Ltd.                                                             |
| Account No       | 913010055532585                                                            |
| Account Type     | Saving                                                                     |
| Bank Address     | Pitampura plot No 6, Local Shopping Centre, Dp Block, Pitampura, New Delhi |
| MICR Code        | 110088110211006                                                            |
| IFSC Code        | UTIB0000040                                                                |
| Swift Address    | AXISINBB040                                                                |

### Online Mode

Research Scholars: **₹2,500**

Faculty Members (from other institutions): **₹3,000**

#### Fees paid are non-refundable

Registration Link: <https://forms.gle/afnC2275qcUbwMy98>

A certificate will be provided on successful completion of the program.

"First 50 participants will be provided a free SmartPLS license key for 2 months."

Platform: Hybrid mode

Offline at Jaipuria Institute of Management, Sector 62, Noida, India.

#### Patron

**Dr. Subhajyoti Ray**

Director, Jaipuria Institute of Management  
Sector-62, Noida

#### Organising Chairperson

**Dr. Nidhi Singh**

Dean Research, Jaipuria Institute of Management  
Sector-62, Noida

#### Convenor

**Dr. Atul Shiva**

FPM Chair, Jaipuria Institute of Management  
Sector-62, Noida, Phone: 8427001687

#### FDP Coordinator

**Ms. Nitya Tiwari**

FPM Scholar, Jaipuria Institute of Management  
Sector-62, Noida, Phone: 8287956538

## ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

Jaipuria Institute of Management, Noida, was established in 2004. This top-ranked B-School, situated in the heart of the corporate hub of the NCR region, works on developing graduates with entrepreneurial orientation and service-mindedness. The Institute is AACSB-accredited, placing it among the top 6% of business schools worldwide, and has been consistently ranked among the leading management institutes in India. In the NIRF 2025 rankings, Jaipuria Institute of Management was placed at an all-India rank of 41 in the Management category, reflecting its academic excellence and industry relevance. Innovative elective courses further enrich the curriculum, enabling students to opt for dual specialization.

The Institute draws upon a mix of pedagogy focusing on learning through in-class discussions, cases, and simulations, as well as beyond-the-classroom learning through live projects, field studies, regular industry interface, and participation in various national and international seminars. Modernity, aesthetics, and simplicity characterize the four-acre green Wi-Fi campus. Led by Dr. Shubhajyoti Ray, the Institute has a strong team of full-time faculty comprising qualified and experienced professors as well as industry managers turned academicians. Jaipuria Institute of Management, Noida, is among the best colleges for MBA in Noida and Delhi NCR and offers AICTE-approved, AIU-recognized Post Graduate Diploma in Management Programs that are equivalent to MBA: PGDM, PGDM (Service Management), PGDM (Marketing), a 2-year AICTE-approved online PGDM course, and a Doctoral-level Fellow Program in Management (FPM).

