



FIREBIRD

INSTITUTE OF RESEARCH IN MANAGEMENT

Approved by AICTE, Government of India

Faculty Development Programme
on
Scale Development in Behavioural Sciences
27 April 2019 (Saturday)



Scale Development in Behavioural Sciences

Scale Development is often a challenging process in conducting any Behavioural Science Research. The researchers find it more interesting when they are confident enough in understanding the phenomena with the help of well-established scales. This programme intends to offer an insight into developing a psychometric scale using different statistical analyses which would benefit any researcher in the field of behavioural sciences especially in Organizational Behaviour, Human Resource Management, Marketing, Behavioural Finance, Economics, and Social Work.

Programme Schedule

09.30 AM - 10.30 AM	Introduction to Psychometrics - Psychometric Testing in Industrial and Business Setting
10.30 AM - 11.30 AM	Theory Development Process - Model Building - Fundamentals of Constructing a Psychometric Scale - Measurement Scales
11.30 AM - 12.00 Noon	Tea Break
12.00 Noon - 01.00 PM	Understanding the Latent Variable in Reflective Model - Reliability and Validity - Measurement Errors
01.00 PM - 02.00 PM	Lunch Break
02.00 PM - 03.00 PM	Conducting Analysis using Exploratory Factor Analysis
03.00 PM - 04.00 PM	Validation of Scale using Confirmatory Factor Analysis
04.00 PM - 04.30 PM	Valediction and Certificate Distribution

Note: As this programme involves practical sessions, it would be better if the participants bring their Laptop.

Faculty Profile

Prof Mouloud Madoun is a Senior Professor at Firebird. He has been teaching HR, OB, Leadership and Quality Management for more than 20 years. He earned his PhD in Business Management from the Business Institute at The University of Aix Marseille in France. He taught at IIM Trichy for three years. He has extensively published in France, the US and Europe. His latest research "Does Digitization Lead to Performance and People Well-being" was presented at ESSEC Chair of Transformation in Paris.

Dr Ramkumar S is from the Faculty of OB, HR and Analytics. He began his career as a full-time Research Fellow under UGC-MRP after having an immersion from Pharma Industry (New Delhi). He is an FDPM alumnus of IIM Ahmedabad and consequently, having a decade of experience in Research and Teaching. He has developed a Canonical Model out of his Doctoral Thesis in the area of Organisational Theory. At present, he is working on "Measuring HR Architecture using Scorecard for Strategic HR Decisions" through the Research Wing of Firebird. He teaches HR Analytics, HRM, and Organizational Research Methods at Firebird.

Registration Fee

The registration fee for the programme is INR 500 which covers programme kit, working lunch and refreshments. The participants shall kindly register for the programme through the following link: http://bit.ly/fdp_sd or <http://firebird.ac.in/event>.

Bank Account Details for Online Transfer

Account No : 1122135000011815
Account Name : Firebird Institute of Research in Management
Bank : Karur Vysya Bank, RS Puram, Coimbatore
IFSC : KVBL0001122

Note: Kindly enter transfer remark as FDPDSD

Conveyance

Conveyance will be arranged by the Institute from Gandhipuram to the Institute via Ramanathapuram.

Boarding Points 1. Sri Aarvee Hotels, Gandhipuram at 08.00 AM
 2. Near Olymbus Bus Stop, Ramanathapuram at 08.25 AM

The participants are expected to reach the Institute by 09.15 AM.

For Registration and Further Information, Please Contact

Dr. D. Bhuvaneshwari, Programme Coordinator
Assistant Professor, Firebird Institute of Research in Management
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The Institute

The PGDM/MBA Degree offered by Firebird Institute of Research in Management is integrated with industry where students spend considerable duration in the industry and are guided by the Industry Mentors. Firebird is partnering with Professors of many Universities abroad in promoting methodical research studies in Social Science. The Institute has signed up Partnership Agreement with ESSEC Business School, Paris, for promoting joint research studies and publications. The institute is also actively engaged in conducting Executive Development Programmes, Business Research & Consultancy, and Management Education.

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