# VIT
## Business School

Dr. Pulidindi Venugopal
Professor & Dean i/c - VITBS
Convenor

# WORKSHOP
## ON

**ADVANCED ANALYTICAL TECHNIQUES: SEM USING SMART PLS AND MODERATED MEDIATION ANALYSIS IN SPSS USING HAYES PROCESS MACRO**

**DATE**
14th FEBRUARY 2025

**TIME**
10:00 AM – 05:00 PM

**VENUE**
108, MG Block (MGB),
VIT Bussiness School,
Vellore Institute of Technology,
Vellore, Tamil Nadu

## WHY TO ATTEND THIS WORKSHOP ?

- Trends in Management
- Master Structural Equation Modeling (SEM) using Smart PLS Leveraging Social Media Analytics
- Enhance Your Mediation and Moderation Analysis Skills in SPSS using Hayes Process Macro
- Gain Hands-on Practical Training
- Networking and Collaboration Opportunities

### REGISTER HERE
https://events.vit.ac.in/

## RESOURCE PERSONS

**Dr. A. Vasumathi**
**Professor - VITBS**

Dr. Vasumathi A, Professor (HAG) at VIT Business School, Vellore has 27 years of teaching and research experience. She has an impressive academic portfolio, with 44 Scopus and Web of Science-indexed journals, 24 case studies published in the Case Centre, UK, and a patent to her name. She has successfully produced 4 PhDs and secured ₹52 lakhs from ICSSR, MHRD and consultancy projects. She is a keynote speaker at numerous international conferences in India and abroad. She is honoured with the Faculty Research Award on a continuous basis.

**Dr. Subashini R**
**Associate Professor - VITBS &**
**Director i/c - VITCR**

Dr.Subashini R, Associate Professor at VIT Business School and Director i/c - VITCR, Vellore holds MBA, PhD in Management Studies. She has 15 years of experience in industry and academia. She has 31 Scopus indexed publications, authored 5 Books, secured 12 Consultancy and Funded Projects worth ₹60 lakhs approved by ICSSR, MSME-DI, MHRD and UNICEF. She has chaired conferences in 7 countries, delivered 36 Invited Talks, organized 158 events in the capacity as convener/Faculty coordinator. She is honored with Best PhD Thesis Award, Woman Leadership Award, Best Faculty Mentor Award and more. Her area of interest is HRD.

**Dr. Suraj Kushe Shekhar**
**Associate Professor - VITBS**

Dr. Suraj Kushe Shekhar, Associate Professor at VIT Business School, Vellore holds a B.Tech., MBA, and PhD in Management Studies. He has 13 years of experience in industry and academia.He has 33 Scopus-indexed publications and he reviews for top journals. He has coordinated seminars, delivered invited talks, and conducted corporate and academic training sessions. His expertise spans AI, marketing & social media analytics, and tools like SPSS, AMOS, Tableau, and Python. He is passionate about Digital Marketing and Analytics.

**FACULTY COORDINATORS**
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