



**INTEGRAL  
UNIVERSITY**  
LUCKNOW - INDIA



**DEPARTMENT OF COMMERCE  
FACULTY OF COMMERCE & MANAGEMENT**

**Ref. No: IU/COMM/FCM/Notice/2024/17**

**Dated: 15/06/2024**

**NOTICE**

Department of Commerce has commenced an extensive Lecture Series on “Research in Social Sciences”, which will span three months from April to June 2024. This series aims to comprehensively cover the initial stages of research during this period. The third lecture, focusing on the theme of **Questionnaire Designing, Scale Measurement & its Validation** is scheduled for **Saturday, June 22, 2024, starting at 11:00 AM**. Research scholars and faculty members from all domains are invited to register for participation in the event. All participants will receive an e-certificate upon completion. We are excited to have you join us for this virtual event and look forward to an engaging and informative experience together.

**Workshop Details:**

**Date: 22 June, 2024**

**Time: 11: 00 AM**

**Platform: Google meet**

**Topic: Questionnaire Designing, Scale Measurement & its Validation.**

**Resource Person: Dr. Syed Azamussan, Assistant Professor**

**Department of Management Studies**

**B.S. Abdur Rahman Crescent Institute of Science and Technology, TN**

**Registration Link:**

**Prof(Dr) Adeel Maqbool  
Vice-Dean, FCM**



# INTEGRAL UNIVERSITY



Department of Commerce  
Faculty of Commerce and Management

National Online Workshop

Topic : "Questionnaire Designing, Scale Measurement & its Validation"

### Agenda

- Meaning of Questionnaire
- Importance of designing quality Questionnaire
- Step by Step process of Questionnaire Designing
- Types of Questionnaire
- Merits and Demerits of Questionnaire
- Ensuring Validity and Reliability of Questionnaire
- Types of Questions
- Types of Scales
- Guidelines for Designing a Quality Questionnaire
- Ethical Issues in Questionnaire Design
- Limitations of Questionnaire

Scan QR code for  
Registration

Mode : Hybrid



June 22, 2024  
11:00 AM Onwards



Dr. Syed Azamussan

- Currently working as an Assistant Professor in the Department of Management Studies at B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, Tamil Nadu, India.
- Completed his Ph.D. (Full-Time) in the Department of Management Studies, Crescent School of Business at B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, Tamil Nadu, India.
- Earned a full-time master's degree in business administration (MBA) with a Marketing specialisation from Manipal Academy of Higher Education (MAHE), Manipal, Karnataka, India.
- Awarded Maulana Azad National Fellowship (MANF) for pursuing Ph.D. in India.
- Published several research papers in Scopus-indexed and Web of Science journals with reputed publishers (e.g., Emerald, Springer-Nature, Inderscience, etc.) and presented several conference papers at national and international conferences.
- Well-known resource person in India. He has delivered numerous workshops on SPSS, AMOS, and PROCESS software and on the topics of Exploratory Factor Analysis, Confirmatory Factor Analysis, Structural Equation Modeling, Mediation Analysis, Moderation Analysis, Conditional Process Analysis, Research Methodology, and Scale Development.

Registration fees ₹100

(E-Certificate will be given to all the participants)

### Conveners

Prof. Adeel Maqbool  
Vice Dean, FCM

Dr. Farhina Sardar Khan  
DQAC Coordinator

### Faculty Coordinators

Dr. Jamal A. Nasir  
Assistant Professor

Dr. Mansoor Ilahi  
Assistant Professor

**Report of the One Day National Workshop on ‘Questionnaire Designing, Scale Measurement & its Validation’ organized by Department of Commerce, Faculty of Commerce & Management, Integral University on June 22,2024**

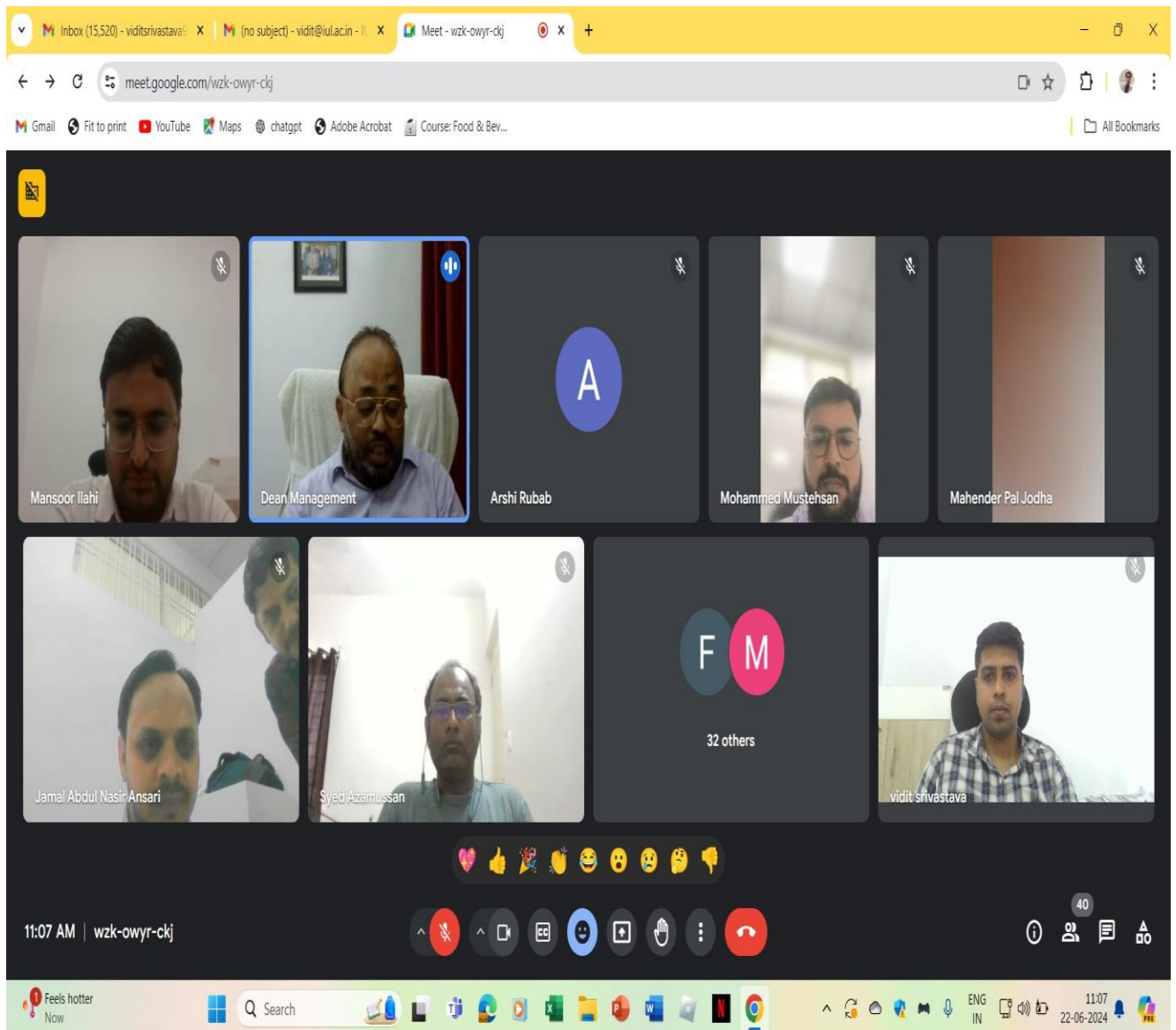
Department of Commerce, Faculty of Commerce & Management organized a one-day national workshop on ‘**Questionnaire Designing, Scale Measurement & its Validation**’ on June 22,2024 in virtual mode which was conducted by **Dr Syed Azamussan, Senior faculty & renowned trainer from B.S. Abdur Rahman Cresesnt Institute of Science & Technology, Chennai, Tamil Nadu.** During the session he delineated the basic fundamentals of questionnaire designing and its usability in research operations for novel researchers. He further briefed the participants about methodology in scale measurement, its steps and applicability and its validation by providing hands on practical examples.

Earlier, Inaugurating the workshop **Prof Adeel Maqbool, Vice-Dean, FCM** said that Faculty of Commerce and Management is committed to nurturing and providing exceptional guidance and insights to conduct research and is dedicated to develop the PhD scholars into leading researchers in the field of social sciences. He urged the research scholars of the faculty to fully harness the state of art research facilities available in the university for their overall scholarly growth and assured that nothing less than the best shall be done by the department to upgrade it. He further appreciated the organizers for successfully concluding the lecture series and urged them to come up with more such sessions for the benefit of the research scholars of the university.

**Dr Farhina Sardar Khan, DQAC Coordinator** informed that the department has commenced an extensive “Lecture Series on "Research in Social Sciences", spanning three months from April to June 2024. This series will meticulously cover each research stage, and this national workshop on questionnaire designing is third in row where in over thirty-one participants from different parts of the country have participated. She further said that department is roping in various learned eminent resource persons from prestigious higher educational institutes with an expertise in relevant research areas to conduct the proposed lecture series.

**Dr Jamal Abdul Nasir, Faculty Coordinator** moderated the session & introduced the resource person and welcomed the participants and said that this workshop is extensively designed to meet

the requirements of young budding researchers who are in the nascent stage of their research work and he also showed confidence that participants will get major key takeaways from this workshop. The vote of thanks was proposed by another **Faculty Coordinator Dr Mansoor Ilahi** who expressed his gratitude to the resource person & participants for sparing their valuable time for attending the workshop which we will go a long way in augmenting their research orientations.



meet.google.com/wzk-owyr-ckj

11:09 AM | wzk-owyr-ckj

Mansoor Ilahi, Dean Management, Arshi Rubab, Mohd Daniyal, Farhina Sardar Khan, Jamal Abdul Nasir Ansari, Syed Azamussan, 36 others, vidit srivastava

11:09 AM | wzk-owyr-ckj

ENG IN 11:09 22-06-2024

meet.google.com/wzk-owyr-ckj

Syed Azamussan (Presenting)

### Operational Definitions

- An **operational definition** is a definition stated in terms of specific criteria for measurement or testing.
  - We must be able to count, measure, or in some other way gather the information through our senses.

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11:16 AM | wzk-owyr-ckj

Syed Azamussan, Dean Management, Jamal Abdul Nasir Ansari, Mansoor Ilahi, Shafeen Khan, Shama Nasir, preeti, 38 others, vidit srivastava

11:16 AM | wzk-owyr-ckj

ENG IN 11:16 22-06-2024

meet.google.com/wzk-owyr-ckj

Syed Azamussan (Presenting)

## Convergent & Discriminant Validity

- Pattern Matrix
  - Convergent (high loadings)
  - Discriminant (no cross-loadings)
- Factor Correlations
  - $\leq .7$  is better

Factor	1	2	3	4	5
1	1.000	.769	.658	.669	.587
2		1.000	.754	.714	.629
3			1.000	.692	.640
4				1.000	.694
5					1.000

	1	2	3	4	5
Trust1			.968		
Trust2			.895		
Trust3			.919		
Trust4				.709	
Trust5				.373	
Trust6				.392	
Trust7				.201	.724
Trust8				.232	.659
Trust9				-.206	.777
Trust10					.388
Trust11	.869				
Trust12	.862				
Trust13	.840				
Trust14	.821				
Trust15		.883			
Trust16		.916			
Trust17		.877			
Trust18		.887			

11:35 AM | wzk-owyr-ckj

https://meet.google.com/wzk-owyr-ckj

Syed Azamussan (Presenting)

## Concepts

- A **concept** is a generally accepted collection of meanings or characteristics associated with certain events, objects, conditions, situations, or behaviours.
  - Concepts are used to understand and communicate information.
  - The success of research hinges on (1) how clearly we conceptualise and (2) how well others understand the concepts we use.
  - We design hypotheses using concepts.
  - We devise measurement s hypotheses.
  - We gather and analyse data using measurement concepts.

11:12 AM | wzk-owyr-ckj

People

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IN MEETING

Contributors 45

- Mansoor Ilahi (You)
- aamir mazhar
- Aanchal Nigam Verma
- Absar Ansari
- Ahmad Ghazali Kidwai

Syed Azamussan

Jamal Abdul Nasir Ansari

41 others

Mansoor Ilahi

35°C Haze

ENG 11:12 AM IN 6/22/2024

## Attendance of Participants

Afa Asif Qidwai	Integral University	Research Scholar
Arshi Rubab	Integral University	Research Scholar
Sanjna Agarwal	Integral University	Research Scholar
Rafat Fatma	Integral University	Research Scholar
Iqra Juned	Integral University	Research Scholar
Sayed Nuseba Rasheed	Integral University	Research Scholar
Sayma Khan	Integral University	Research Scholar
Samarth Pande	Amity Business School, Amity University Uttar Pradesh Lucknow Campus	Assistant Professor
Pooja Bisht	Integral University	Research Scholar
Atika Mustafa	Integral University	Research Scholar
Aanchal Nigam Verma	Integral University Lucknow	Research Scholar
Priti Srivastava	University Of Lucknow	Research Scholar
Kshitij Shukla	Integral University	Research Scholar
Pragati Sonali Srivastava	Integral University Lucknow	Research Scholar
Aiman Khwaja	Department Of Commerce Integral University	Research Scholar
Izhar	Integral University	Research Scholar
Mohd Daniyal	Integral University	Research Scholar
Dr. Neda Tasneem	Integral University	Assistant Professor
Mohd Gayasuddin Siddiqui	Integral University	Research Scholar
Syed Mohd Khubaib	Integral University	Research Scholar
Vanshika Bhatnagar	Integral University	Research Scholar
Mohammad Absar Ansari	Integral University	Research Scholar
Sakshi Roy	Integral University	Research Scholar
Priyanka	Integral University	Research Scholar
Adil Kamal	Integral University	Research Scholar
Rishika Awasthi	Integral University	Research Scholar
Lateef Ul Haq	Integral University	Research Scholar
Sarfraz Alam	Integral Institute Of Medical Sciences And Research, Lucknow	Student
Shama	Department Of Commerce, Integral University	Research Scholar
Rashmi Rakesh	Maharishi University Of Information Technology	Assistant Professor
Dr. Nazia Akhlaq	Integral University	Assistant Professor

## Recording of the Session:

[22.06.2024 11.08.10\\_REC.mp4 - Google Drive](#)