

## WEBINAR ON SCALE DEVELOPMENT TECHNIQUES IN SOCIAL SCIENCES

November 15-16, 2024 | 9:00AM – 5:00PM

ZOOM Video Teleconferencing

The International Association of Scholarly Publishers, Editors and Reviewers (IASPER) with the SEC Registration No. CN201433407 is inviting you to participate in the **Webinar on Scale Development Techniques in Social Sciences** on **November 15-16, 2024** through **ZOOM Video Teleconferencing**.

The "Webinar on Scale Development Techniques in Social Sciences" aims to equip participants with the necessary knowledge and skills to develop robust and reliable measurement scales for use in social science research. With the increasing complexity of social phenomena, the need for valid and accurate measurement tools has become paramount.

This webinar seeks to address this need by providing participants with a comprehensive understanding of scale development techniques, including item generation, scale validation, and psychometric analysis. By mastering these techniques, researchers will be better equipped to construct measurement scales that effectively capture the nuances of the constructs under investigation, thereby enhancing the quality and credibility of their research findings.

The webinar aims to:

1. Familiarize participants with the theoretical foundations of scale development in social sciences, including the principles of construct validity and reliability.
2. Provide participants with hands-on experience in the process of scale development, including item generation, refinement, and pilot testing.
3. Enable participants to conduct exploratory and confirmatory factor analyses, assess the psychometric properties of developed scales and ensure their validity and reliability.

### RESOURCE SPEAKER

#### DR. JOHN VIANNE MURCIA

Vice President for Research and Planning  
Jose Maria College Foundation, Inc.

Our trainer has a background in Marketing and a passion in statistics and data analysis. He obtained an MBA in Corporate Management from the University of Southeastern Philippines and a second master's degree in Predictive Analytics, focusing on Asset Management and Productivity, from Curtin University in Perth, Western Australia. He also holds a PhD holder in Development Research and Administration from the University of Southeastern Philippines.

He was the University Statistician and Research Director as well as a specialist of the University of Mindanao Institute of Popular Opinion (IPO) for 7 years, overseeing the collection and analysis of data and dissemination of various popular opinion studies concerning Dabawenyos. He is now working on studies that use machine learning and artificial intelligence for day-to-day applications in complementarity with his visiting professorial lecturer status of Predictive Analytics and Machine Learning at University of Southeastern Philippines' College of Development Management in Davao City. Also, he is the managing

#### VISION

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#### MISSION

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editor of the Journal of Economy and Enterprise Studies (JEES), the research journal of UM for studies under the business and economics cluster. In April this year, he joined Jose Maria College Foundation, Inc. as Research Director for Business and Emerging Technologies as well as being the Head of Data Analytics before assuming as the Vice-President for Research Development and Planning.

## REGISTRATION FEE

The regular registration fee is **2,500.00 PHP**. Discounted rate of **2,000.00 PHP** is applied for individual and institutional members. Deadline of registration and payment will be on **November 13, 2024**.

## REGISTRATION PROCESS

1. All interested participants must complete the online registration by filling out the registration form via Google Form: <https://forms.gle/KcQ5QvGNk4buSwiB8>. By completing the pre-registration form, you commit to attending the webinar and settling the required registration fee.
2. After receiving your completed registration form, we will send you a charge invoice that includes the details of the chosen payment method.
3. Once the registration payment has been made, please email us a copy of the deposit slip or proof of transaction to [iasper@aseanresearch.org](mailto:iasper@aseanresearch.org).
4. Once your participation is confirmed, we will provide you with the **ZOOM Meeting ID** and **Password**.

## REQUIREMENTS

1. **Zoom Account.** Please make sure to create a Zoom Account by visiting <https://zoom.us/signup>.
2. **Laptop.** At least Core i5 and functional enough to download the software and run data analysis.
3. **Internet Connection.** Stable internet connectivity.

## POST WEBINAR

1. Participant will be receiving three e-certificates: Certificate of Completion, Participation and Attendance.
2. We will provide an official receipt for the registration payment, which will be sent via email. If you require the original copy of the official receipt, we can send it via LBC. Please note that a minimal shipping fee of **P180.00** will be incurred, and it will be shouldered by the participant.
3. All soft copies of the files/materials used during the webinar will be shared via email after the event.
4. The link to access the webinar recordings will be provided to participants for review purposes only. Please note that the recordings will be deleted after two weeks.

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## PERSONALIZED INVITATION LETTER

Kindly provide us the following details should you wish to request for a personalized invitation letter:

- Name to address the invitation letter (complete name, designation, company/school)
- Name to address the letter of invitation (Thru): (complete name, designation, company/school)
- Email address to send the invitation letter
- Email address to send the CC of the invitation letter

## PAYMENT DETAILS

### **Payment through Bank:**

Name of Bank: Bank of the Philippine Islands

Address: Georgetown Cybermall, RN Pelaez Blvd. Kauswagan,  
Cagayan de Oro City 9000

Account Name: International Association of Scholarly Publishers, Editors and Reviewers, Inc.

Account Number: 8991-0002-76 (Peso Checking Account)

### **Payment through GCASH (GCASH to BPI Bank Transfer Option):**

Name of Bank: Bank of the Philippine Islands

Account Name: IASPER INC

Account Number: 8991000276

### **Payment through Western Union, Palawan or MLhuillier:**

Name of Recipient: Gayle T. Salalima

Address: 4-2f Montblanc Bldg. 848., Burgos corner Chavez Sts., Cagayan de Oro City 9000,  
Philippines

Contact No: (0917) 713 6816

## CONTACT DETAILS

### **MS. GAYLE T. SALALIMA-ABADINAS**

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