

TRAINING PROGRAMME

TRAINING-WORKSHOP ON MASTERING CONJOINT ANALYSIS: FUNDAMENTALS, APPLICATIONS, AND PRACTICAL IMPLEMENTATION USING SPSS

The MetroCentre Hotel, Tagbilaran City, Bohol, Philippines
February 6-8, 2025

Training Objectives:

- 1. Understand the Fundamentals and Applications of Conjoint Analysis:** Grasp the theoretical foundations and practical relevance of conjoint analysis in business, politics, social sciences, and decision sciences.
- 2. Perform Conjoint Analysis Using SPSS:** Gain hands-on experience in designing, implementing, and interpreting conjoint analysis models using SPSS, ensuring practical application in real-world scenarios.
- 3. Translate Results into Actionable Insights:** Develop the ability to interpret conjoint analysis outputs and apply findings to decision-making, strategy formulation, and policy recommendations in various fields.

DAY 1

February 6, 2025

9:00am – 5:00pm

**Individual Exploration of Bohol
Arrival of Participants**

DAY 2

February 7, 2025

8:00 – 9:00am

Registration

- Participants register and receive training kits

9:11 – 9:20am

Opening Ceremonies

- Invocation and National Anthem
- Welcoming Remarks
- Overview of Training Objectives and Agenda

9:21 – 9:35am

Introduction of the Resource Speaker

DR. JOHN VIANNE MURCIA

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

9:36 – 10:30am

Session I: Fundamentals of Conjoint

- Definition and Scope of Conjoint Analysis
- Importance of Conjoint Analysis in Decision-Making
- Key Concepts: Attributes, Levels, and Utilities

VISION

A community of ethical and scholarly publishing practitioners.

MISSION

We commit to advance the professional expertise of the scholarly publishers, editors and reviewers; to provide expert services in scholarly journals; to promote publication ethics in scholarly journals; and to support various causes in the promotion, development and advancement of scientific publication.

10:31 – 12:00nn

Session II: Designing Conjoint Studies

- Steps in Designing a Conjoint Study
- Choosing Attributes and Levels
- Creating the Experimental Design (Full Profile vs. Fractional Factorial)

12:01 – 1:30pm

LUNCH BREAK

1:31 – 2:30pm

Session 3: Hands-On with SPSS – Part 1

- Data Input and Experimental Design in SPSS
- Generating Conjoint Cards for Data Collection

2:31 – 3:30pm

Session 4: Data Collection and Survey Administration

- Methods for Administering Conjoint Surveys
- Best Practices for Data Quality and Respondent Engagement

3:31 – 3:45pm

Coffee Break

3:46 – 5:00pm

Session 5: Practical Application – Designing a Conjoint Study

- Group Activity: Develop a Conjoint Survey for a Real-World Scenario
- Presentation of Initial Outputs by Groups

DAY 3

February 8, 2025

8:00 – 9:00am

Registration

9:01 – 9:10am

Invocation and Recap

9:11 – 10:30am

Session 6: Hands-On with SPSS – Part 2

- Importing Data into SPSS
- Conducting Conjoint Analysis in SPSS
- Generating Output Tables

10:31 – 12:00nn

Session 7: Interpreting Results from Conjoint Analysis

- Understanding Importance Values and Utilities
- Analyzing Key Drivers of Preferences
- Practical Applications in Business, Politics, and Policy

12:01 – 1:30pm

LUNCH BREAK

1:31 – 2:30pm

Session 8: Case Studies and Applications

- Conjoint Analysis Applications in Business, Public Policy, Education, and other Allied Fields
- Interactive Discussion: Best Practices and Lessons Learned

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2:31 – 3:30pm

Session 9: Translating Results into Actionable Insights

- Linking Conjoint Outputs to Decision-Making
- Applying Insights to Strategy Formulation and Policy Recommendations

3:31 – 3:45pm

Coffee Break

3:46 – 4:40pm

Session 10: Final Workshop and Presentation of Outputs

- Group Activity: Analyze a Dataset and Derive Actionable Insights
- Presentation of Final Outputs by Groups
- Feedback and Recommendations from Resource Speaker

4:41 – 5:00pm

**Closing Ceremonies
Awarding of Certificates**

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