

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

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

The International Association of Scholarly Publishers, Editors and Reviewers (IASPER) with the SEC Registration No. CN201433407 is inviting you to participate in the **Training-Workshop on Mastering Conjoint Analysis: Fundamentals, Applications, and Practical Implementation Using SPSS** on **February 6-8, 2025** at **The MetroCentre Hotel, Tagbilaran City, Bohol, Philippines**.

RATIONALE

In an increasingly data-driven world, understanding how individuals make choices and prioritize options has become essential across various fields, including business, politics, social sciences, and decision sciences. Conjoint analysis has emerged as a vital tool for uncovering the trade-offs and preferences individuals make when presented with multiple attributes of a product, service, policy, or decision. Unlike traditional analysis methods, conjoint analysis simulates real-world decision-making scenarios, providing actionable insights that inform strategic decisions and improve outcomes.

The practical applications of conjoint analysis are diverse and impactful. Businesses leverage it to design products, set pricing strategies, and enhance customer satisfaction. In politics, it is used to identify voter preferences and craft targeted campaign messages. Social scientists apply conjoint analysis to explore societal attitudes and assess policy effectiveness, while decision scientists utilize it to evaluate trade-offs in complex organizational choices. This versatility makes conjoint analysis a powerful methodology for data-driven research and decision-making.

This training is designed to provide participants with the knowledge and skills necessary to effectively apply conjoint analysis in their respective fields. The training focuses on understanding the principles and applications of conjoint analysis, performing it using SPSS software, and translating results into actionable insights. This training ensures participants are well-equipped to address real-world challenges and improve decision-making processes in their organizations and research projects.

TRAINING OBJECTIVES

By the end of the training, participants will be able to:

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.

RESOURCE SPEAKER

DR. JOHN VIANNE MURCIA

Vice President for Research and Planning

VISION

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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.

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 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.

CONFIRMATION

For interested participants, please send your confirmation slip (as attached) at iasper@aseanresearch.org or register via Google Form at <https://forms.gle/NwSzbMHhz24XcY6Y6>.

Confirmation of participation is required to reserve a slot for the Training-Workshop. The deadline for confirmation will be on **February 1, 2025**.

REGISTRATION FEE

The regular registration fee is **6,500.00 PHP** inclusive of **two days lunches, AM and PM snacks, training Kits, ID and certificates**. The organizer will not be shouldering the accommodation of each participant since the training is in a live-out arrangement. A list of hotels will be provided as guidance to the participants reflecting the hotel address and contact information, estimated rate per night, and proximity to the hotel venue.

Deadline of payment for regular registration will be on **February 1, 2025**. For onsite payments the following additional documents are required: *Travel Order, Hotel Accommodation, and Flight Details, among others*.

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:

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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

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