

## **TRAINING-WORKSHOP ON SCALE DEVELOPMENT TECHNIQUES FOR MULTIDISCIPLINARY APPLICATIONS**

June 12-14, 2025 | Selah Pods Hotel, Pasay City, Metro Manila

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 Scale Development Techniques for Multidisciplinary Applications** on **June 12-14, 2025** at **Selah Pods Hotel, Pasay City, Metro Manila, Philippines**.

The Training-Workshop on Scale Development Techniques for Multidisciplinary Applications aims to provide participants with the essential knowledge and practical skills needed to develop reliable and valid measurement scales applicable across a wide range of research fields. With the growing complexity of research across multiple disciplines, the need for accurate and valid measurement tools has never been more critical.

This workshop is designed to address these challenges by offering a comprehensive understanding of scale development techniques. Participants will explore key topics such as construct validity, reliability, item generation, and psychometric analysis. They will gain hands-on experience in developing scales that not only meet the rigorous demands of their specific research fields but also adhere to best practices in data validation and statistical analysis.

By mastering these techniques, researchers will be empowered to create measurement tools that effectively capture the complexities of the constructs they are investigating. This will improve the overall quality and credibility of their research findings in any field that demands accurate and precise measurement. The training aims to foster a deeper understanding of how scale development can be applied across diverse disciplines, ensuring that participants are equipped with the skills to meet the demands of modern, data-driven research.

The training-workshop aims to:

1. Familiarize participants with the theoretical foundations of scale development, 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**

Director of the Research Development and Publication Office (RDPO)  
Head of Institutional Accreditations  
Jose Maria College Foundation, Inc.

Our trainer currently serves as the Director of the Research Development and Publication Office (RDPO) and Head of Institutional Accreditations at Jose Maria College Foundation, Inc. A committed academic leader and scholar, he holds a Doctor of Philosophy in Development Research and Administration from the University of Southeastern Philippines and multiple master's degrees in Corporate Management, Economics, and Predictive Analytics from institutions in the Philippines and Australia. His educational background is firmly rooted in

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multidisciplinary learning, allowing him to lead research initiatives that intersect data science, social policy, and educational innovation.

He is a prolific researcher with more than 30 publications in Scopus-, Web of Science-, ASEAN Science Citation-indexed and international peer-reviewed journals, covering a wide range of topics such as macroeconomic forecasting, data-driven education management, financial behavior, and applied machine learning. As a data analyst and public intellectual, he has been actively engaged in government-funded research projects, including those supported by DOST-PCIEERD and CHED. He also serves as a consultant for local government units, higher education institutions, and regional development councils, contributing to research-based policymaking and institutional performance measurement.

Finally, he regularly speaks in national and international conferences on data analytics, research ethics, scholarly publishing, and accreditation systems. He leads capacity-building initiatives across institutions and advocates for the use of open-source statistical tools to democratize research accessibility. As a mentor to both faculty and students, he remains dedicated to fostering a research culture that is ethical, innovative, and responsive to the evolving demands of 21st-century education and governance.

### CONFIRMATION

For interested participants, please send your confirmation slip (as attached) at [iasper@aseanresearch.org](mailto: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 **June 5, 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 **June 5, 2025**. For onsite payments the following additional documents are required: *Travel Order, Hotel Accommodation, and Flight Details, among others*.

### TRAINING VENUE

**Selah Pods Hotel Manila** is located at the busy street of F.B. Harrison, it is accessible to Makati Business District, Manila and just a 15-minute drive from the airport. It is close to the World Trade Center, Upside Down Museum, Crocodile Park Manila, the all-time favorite Star City and the historical Philippine International Convention Center. The hotel's banquet hall gives you a mesmerizing view of Manila Bay and its famous sunset and at night a breath-taking view of Makati skyline in the pool deck bar and lounge areas. Indeed, a match made digitally for shutterbugs!

Selah Pods Hotel is digitally connected and ready to infuse with the new plugged-in generation to create a unique experience that interacts and inspires a positive light by providing sub plots in the story right at the hotel's imaginative architectural design.

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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**

Executive Director

[iasper@aseanresearch.org](mailto:iasper@aseanresearch.org)

+63 (088) 323-4282 (landline)/ +63917-713-6816 (mobile)

<http://aseanresearch.org/iasper>

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