

## **TRAINING-WORKSHOP ON SCALE DEVELOPMENT TECHNIQUES IN SOCIAL SCIENCES**

May 27-29, 2024 | Castle Peak Hotel, Cebu City

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 in Social Sciences** on **May 27-29, 2024** at **Castle Peak Hotel, Cebu City, Philippines**.

The "Training-Workshop 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 training 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 training-workshop 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**

Research Director and Head of Analytics  
Jose Maria College Foundation, Inc.

A marketing graduate and a statistician/data analyst by profession, he has earned two master's degrees - an MBA in Corporate Management from the University of Southeastern Philippines and a Master's in Predictive Analytics (with a focus on Asset Management and Productivity) from Curtin University in Perth, Western Australia. He also holds a PhD in Development Research and Administration from the University of Southeastern Philippines. As a specialist in IPO, he supervises the data collection of surveys and analyzes popular opinion studies.

Currently, he is pursuing his third MS degree, specializing in Economics, from the University of Mindanao, where he formerly served as the Director of the Institute of Economy and Enterprise Studies and concurrently as the University Statistician and Data Analytics Focal Person. He previously specialized in UM's Institute of Popular Opinion. Currently, Dr. Murcia is the Research Director and Head of Analytics at Jose Maria College Foundation, Inc.

#### 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.



His research expertise lies in applied statistical modeling, forecasting, and econometrics. He teaches Consumer Behavior, Research Methods, Business Analytics, Inferential Statistics, and Agribusiness Economics courses in his spare time.

## 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 **May 22, 2024**.

## REGISTRATION FEE

The regular registration fee is **6,000.00 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 **May 22, 2024**. For onsite payments the following additional documents are required: *Travel Order, Hotel Accommodation, and Flight Details, among others*.

## TRAINING VENUE

**Castle Peak Hotel** is located at F. Cabahug Corner President Quezon Streets, Villa Aurora, Barangay Mabolo, 6000 Cebu City, Philippines. Located in the commercial district of Cebu City, the hotel is a 15-minute drive from Ayala Center and Asiatown. Banilad town center is also a 15-minute drive away. It houses a restaurant and bar and provides free WiFi in its public areas.

For those arriving at Mactan-Cebu International Airport, the travel time is approximately 30 minutes (10km).

## 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)

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Email: [iasper@aseanresearch.org](mailto:iasper@aseanresearch.org) | Website: <https://aseanresearch.org/iasper>



**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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