



SDIPA is a School of Management co-founded by the University of Calabria (Cosenza, Italy), the Carical Foundation, and the Cosenza Chamber of Commerce. SDIPA organizes summer schools directed to Ph.D. students, research fellows and assistants, who want to learn theory and applications of state-of-the-art research methods for social sciences.

Since 2006, SDIPA has been offering a summer school on *Structural Equation Modeling (SEM)*. In the last four years, over one hundred doctoral students and other academics have participated in both basic and advanced modules of the summer school on SEM. Starting in 2010, SDIPA offers a summer school on Structural Equation Modeling, taught in English, to an international audience.

This 5-day course will teach participants how to specify, to estimate, and to interpret models applying confirmatory factor analysis and path analysis with latent variables. Participants will be introduced to the use of *Lisrel 8.50* for the estimation of structural equation models during individual and group sessions.

Dates

From July 12 to July 16 2010

Topics

- Introduction to the measurement of constructs
- Causal relationships among constructs
- Development of measurement scales: Methods and techniques to test construct reliability and validity
- First-order and second-order measurement models (confirmatory factor analysis)
- Structural equation models (path analysis)
- Applications with SPSS: Reliability analysis and exploratory factor analysis
- Applications with Lisrel 8.50: Estimation of first-order and second-order measurement models, and of structural equation models

Learning outcomes

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

- 1) critically evaluate published articles using structural equation modeling (confirmatory factor analysis, path models with latent variables);
- 2) carry out structural equation modeling using Lisrel;
- 3) summarize and interpret results of a structural equation model.

Lecturer: Gaetano “Nino” Miceli

Nino Miceli is assistant professor of Marketing Research and Service Management at the University of Calabria. He earned a two-year M.Phil. in Marketing, *cum laude*, at Tilburg University, the Netherlands, where he worked with Rik Pieters and attended Structural Equation Modeling courses and seminars with J.B. Steenkamp. He was also a visiting scholar at the Robert Smith School of Business, University of Maryland. Since 2006, he has been teaching basic and advanced Structural Equation Modeling in SDIPA summer schools. His articles have been published in the Journal of Interactive Marketing, the Journal of Service Research, and the Journal of Business Research.

Available seats: 25

Participation Fee

The participation fee is 900 euro (750 euro + VAT 20%). The fee includes articles, book, software, and other teaching material. The fee does not include lodging and food.



Location

University of Calabria (Unical) is a young and dynamic university located in Southern Italy. The university campus is situated in the surroundings of the towns of Cosenza and Rende, which provide visitors and tourists with many artistic and historical venues. Such a convenient location offers the chance to reach within a 60-minute ride cozy seaside villages (*Diamante, Tropea*) as well as a stunning 2,000-meter heights landscape (*Ia Sila*). Visiting students and scholars may reach the Campus from the nearby airport of Lamezia Terme, which is connected to Rende by train or coach (about 60 minutes). Alternatively, the Campus can be reached by train from Rome or Naples via Paola. The latter is connected with the Castiglione Cosentino Railway Station, which is located about 3 kilometers away from the Campus.
For more information: <http://www.unical.it/portale/international>

Accommodation

A limited number of rooms is available to participants in the Campus Residence (*Residenza Socrates*), which offers cheap still functional, on-Campus accommodation. To reserve a room at Residenza Socrates or, alternatively, to receive a list of nearby Bed&Breakfasts and hotels please e-mail g.miceli@unical.it or ma.raimondo@unical.it

Application

Participants may apply for attending the summer school by e-mailing the following form to Nino Miceli (g.miceli@unical.it).

Name	
Middle Name	
Surname	
University	
Department	
E-mail	
Physical Address	

Upon receiving confirmation of seat availability, participants may complete their application by paying the fee by bank transfer to SDIPA, using the following data:

IBAN: IT81B0306716200000000010194
BIC/SWIFT: CARMIT31
THROUGH BLOPIT22

Further information

g.miceli@unical.it ma.raimondo@unical.it