EXECUTIVE DEVELOPMENT AND INDUSTRY LINKAGES UNIT (EDIL)
FACULTY OF ECONOMICS AND MANAGEMENT

22 - 23 JULY 2019
THE FRONTIERS PRACTICE IN RESEARCH DESIGN AND DATA ANALYSIS

Registration Fees: RM1,000.00
Dateline Registration: 30 June 2019

Focus and Features:
This 2-day workshop on “The Frontiers Practices in Research Design and Data Analysis” is a highly academic workshop for lecturers, research supervisors (both early career and experienced) to get an up-to-date and comprehensive understanding on advanced quantitative research methods. The discussions are highly very interactive, including extensive examples from most recent literature and sharing of personal experience.

All questions raised will be answered in highly academic environment with the support of current literature. In brief, this workshop is designed to cover the most important issues in quantitative research methods that an academic must understand well. The present workshop includes a detailed discussion on scale development, best-worst scaling, discussion on research modeling, and the use of quantitative software like the WarpPLS through examples.

For any enquiries: Executive Development and Industry Linkages Unit, Faculty of Economics and Management
03 - 9769 7660 or 7600
03 - 8946 7665
edil_fep@upm.edu.my

Scan for more information
## THE FRONTIERS PRACTICE IN RESEARCH DESIGN AND DATA ANALYSIS
### 22 - 23 JULY 2019

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Content</th>
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| **22 July 2019**  
(Monday)     | 10.00am – 12.00pm | Scale Development using Churchill’s Approach                  |
|               | 12:00pm - 1:00pm | Lunch Hour                                                     |
|               | 1:00pm – 3.00pm  | Best-Worst Scaling                                            |
|               | 3:30pm - 5:00pm  | Discussion and Consultations with instructor                  |
| **23 July 2019**  
(Tuesday)     | 9.00am – 12.00pm | Using WARPPLS to model relationships                          |
|               |                 | • PLS algorithm                                               |
|               |                 | • Assessment of Measurement Model                             |
|               |                 | • Assessment of Structural Model                              |
|               | 12:00pm - 1:00pm | Lunch Hour                                                     |
|               | 2.00pm – 3.30pm  | Using WARPPLS to model relationships                          |
|               |                 | • Assessment of Mediation                                     |
|               |                 | • Assessment of Moderation                                    |
|               | 4:30pm - 5:00pm  | Introduction Advanced Feature of WarpPLS                       |
ABOUT THE SPEAKER AND FACILITATOR

Winthrop Professor Geoffrey Soutar graduated from the University of Western Australia with a First Class Honours Degree in Economics and completed a PhD at Cornell University before returning to UWA from 1973 to 1985, during which time he taught the first MBA students and was Director of the MBA Program. He was Foundation Professor of Management at Curtin University from 1986 to 1994, Executive Dean of the Faculty of Business and Public Management at Edith Cowan University from 1994 until 1999. He returned to UWA and was Director of the Graduate School of Management at UWA from 2000 until 2007 and Head of the Marketing Discipline Group from 2008 to 2017.

He is presently Director of the UWA DBA Program and the Nancy Keegan and Don Voelte Distinguished Scholar at the UWA Business School. He is a Fellow and Life Member of the Australian and New Zealand Academy of Management, an Inaugural Fellow of the Australian and New Zealand Marketing Academy and a Life Member of the Australian Market and Social Research Society. He was awarded a Fellowship in the Academy of the Social Sciences of Australia in 2015. He was a member of the Australian Research Council’s Social, Behavioural and Economics Panel from 2001 until 2004, a member of the Australian Research Council’s Excellence in Research Australia (ERA) Economics and commerce (EC) Panel in 2012 and 2015, a winner of ANZMAC’s Distinguished Researcher Award and an Australian Teaching and Learning Council Citation winner for his contribution to student learning. He has been the recipient of Australian Research Council grants, as well as many industry grants (totalling more than $4 million) and has supervised more than 50 doctoral graduates to completion.

Geoff has published more than 250 papers in journals and books across a wide range of marketing and management areas and presented more than 400 papers at seminars and conferences. In recent years he has had a particular interest in customer service, service quality and its impact on success, from which evolved a long term study of perceived value and its impact. He is presently working on major research projects that are examining people’s personal values and the roles they play in a variety of circumstances, the ways online communities can be used to influence people’s behaviour (energy reduction in this case), the ways cooperative enterprises return value to their members and the nature of innovation networks and the factors that inhibit or support their success.
REGISTRATION FORM : To confirm your registration, please fill out this form including payment

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Date: 22 - 23 JULY 2019  
Venue: Faculty of Economics and Management  
Registration Fees: RM1,000.00

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STEP 3: CONFIRMATION METHOD **Withdrawal less than 2 days will not be refunded**
Please email the registration form and copy of payment before 30 JUNE 2019 : edil_fep@upm.edu.my

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