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EXECUTIVE DEVELOPMENT AND INDUSTRY LINKAGES UNIT (EDIL)

22 AND 23 FEBRUARY 2021

BASIC STRUCTURAL EQUATION MODELING (SEM) FOR SURVEY RESEARCH USING SMARTPLS 3.0: A HANDS-ON APPROACH

Registration Fees: RM150.00 / person
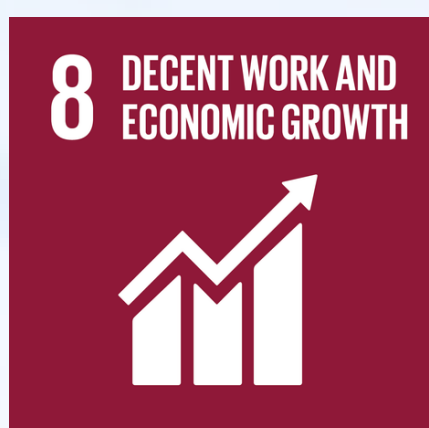Dateline Registration: 11 February 2021

Focus and Features:

This workshop introduces participants to the state-of-the-art of Partial Lease Square-Structural Equation Modeling (PLS-SEM) using the SmartPLS 3 software. PLS-SEM is a family of statistical models that seek to explain the relationships between multiple variables, which is the most popular analysis software at the moment. The goal of PLS-SEM is the explanation of variances (prediction-oriented character of the methodology) rather than explaining covariances (theory testing via Covariance-Based SEM). The application of the PLS-SEM method is of particular interest if the premises of covariance-based SEM are violated and the assumed relations of cause-and-effect are not sufficiently explored. An additional advantage of the PLS-SEM method is the unrestricted incorporation of latent variables in the path model that either draws on reflective or formative measurements models.

For any enquiries: Executive Development and Industry Linkages Unit, School of Business and Economics

📞 03 - 9769 7611 / 7734 / 7791

✉ edil_fep@upm.edu.my

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22 and 23 February 2021

Basic Course Content:

- ☑ Foundations of structural equation modeling and introduction to PLS-SEM
- ☑ Preparation before the use of SEM
- ☑ Introduction to PLS-SEM and the SmartPLS software
- ☑ Model estimation: the PLS-SEM algorithm, the weighted PLS-SEM algorithm (WPLS) and consistent PLS (PLSc) & SmartPLS exercises

- ☑ Assessing measurement models (Reflective)
  - Convergent Validity
  - Discriminant Validity
  - Internal Consistency (Reliability)

- ☑ Assessing the Mardia's Coefficient in PLS
- ☑ Assessing structural models
  - Inner Collinearity (VIF)
  - Path Coefficient using Bootstrapping Technique
  - Coefficient of Determination (R2)
  - Effect Size (f2)
  - Blindfolding Procedure (Q2) and PLSpredict

- ☑ Basic Higher-Component Model
- ☑ Basic Mediation Analysis
- ☑ Basic Moderation Analysis

ABOUT THE SPEAKER

Dr. Jacky Cheah Jun Hwa is a senior lecturer in School of Business and Economics, Universiti Putra Malaysia (UPM) as well as external member of relationship marketing for impact cluster at Griffith University, Australia. He teaches Principle Management, Marketing Management, Techno Entrepreneurship, and Research Method.

He is also atrained Structural Equation Modeling (SEM) and having been trained by Prof. A. Parasuraman (University of Miami), Prof. Viswanath Venkatesh (University of Arkansas), Prof. Joseph Hair (Kennesaw State University), Prof. Jörg Henseler (University of Twente), Prof. Christian M. Ringle (Hamburg University of Technology), Prof. Marko Sarstedt (Otto-von-Guericke-Universität Magdeburg), Prof. Ned Kock (University of Texas), Dr. Jan-Michael Becker (University of Cologne), Prof. Trevor Bond (James Cook University), and Prof. Ramayah Thurasamy (Universiti Sains Malaysia). He teaches and facilitates workshops on Research Methodology, SPSS, AMOS-SEM, SmartPLS-SEM, and ADANCO-SEM at both undergraduate and postgraduate level for Faculty of Economics and Management in UPM, Faculty of Food Science and Technology in UPM, IPSAS in UPM, Putra Business School (PBS) in UPM, School of Business in UUM, School of Acounting in UUM, Swinburne University of Technology in Sarawak, Tunku Abdul Rahman University College (TARUC), Sarawak Research Society (SRS), and other consultancy research bodies. His areas of interest include consumer behaviour, marketing strategy, advertising, simulation studies, and methodological issue.

Some of his publication are in British Food Journal, Quality and Quantity, Internet Research, Information Systems Management, International Journal of Human-Computer Interaction, Tourism Management, International Journal of Hospitality and Contemporary Management, International Journal Strategy Property Management, Social Indicator Research, Journal of Management Development and etc. He also co-authored two books on the application of PLS-SEM. Currently, he is appointed as a guest editor of British Food Journal, Journal of Young Consumer, European Business Review, and International Journal of Manpower.

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Course information: BASIC STRUCTURAL EQUATION MODELING (SEM) FOR SURVEY RESEARCH USING SMARTPLS 3.0: A HANDS-ON APPROACH

Date: 22 and 23 February 2021

Venue: Online ZOOM

Registration Fees: RM150.00 /person

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