



THREE DAY ONLINE WORKSHOP ON

STRUCTURAL EQUATIONAL MODELING USING SMART PLS

**REGISTRATION LINK
TOUCH HERE**



Date: 15th to 17th APRIL 2024

Timing: 6.00 PM to 8.00 PM Mode : Zoom

TOPICS

- Installation of SmartPLS 3.3.2 Version with License Keys. Understanding Theoretical Framework and Conceptual Modelling. Difference between Covariance Based SEM and Variance Based SEM.
- Reflective and Formative Modelling in SEM. Convergent and Discriminant Validity in for Reflective Models in SmartPLS. Methods of Convergent and Discriminant Validity in for Formative Models in SmartPLS.
- Structural Model Assessments in SmartPLS. Hypothesis Testing, R-Square, F-Square, Blindfolding process using Q-Square and Model Fit Indices in PLS – SE
- G* Power Software 3.1.9.2 for sample size determination. Understanding Mardia's Multivariate Normality with 'Web Power' and Common Method Bias. Evaluating Mediation Effects in SmartPLS. VAF Method and Bootstrapping Process
- Moderation Effects, Types of Moderation - Categorical Moderation and Interaction Moderation in SmartPLS, Multi-Group Analysis (PLS-MGA)
- Modelling Higher Order Constructs (HOCs) in SmartPLS Software. Understanding PLS Consistent (PLSc) Algorithm; Consistent Bootstrapping.
- Importance Performance Matrix Analysis. Applying PLS - SEM for publication in Leading Journals like Emerald, Taylor and Francis etc. (with latest citations to participants - topic wise) and suggesting quality impactful Journals for initial publications.

**Who can Join... ??
Faculties, Research Scholars.**

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Note: Students Trial Version Software will be provided