

Unlock the Power of PLS–SEM Workshop

Unlock the Power of PLS–SEM: A 1.5–Day Intensive Workshop organized by School of Travel Industry Management

Dive deep into advanced data analysis with Partial–Least Squares Structural Equation Modelling (PLS–SEM) with Dr. Joseph F. Hair!

Monday, April 21, 2025 – 10am–4pm

Tuesday, April 22, 2025 – 10am–1 pm

George Hall, Sunset Reference Center (2nd Floor)

RSVP by Friday, April 18, 2025

Who: Dr. Joseph F. Hair

Director, Ph.D. Program in Business, Cleverdon Chair of Business and Professor of Marketing and QM, Mitchell College of Business, University of South Alabama

Mode: In–person (bring your own laptop)

What You'll Learn:

This workshop is designed to equip you with the knowledge and practical skills to effectively apply PLS–SEM in your research or professional practice using SmartPLS software.

Day 1 (April 21, 2025 10:00 am to 4:00 pm): Foundations of SEM

Understanding SEM:

- Overview of PLS–SEM and CB–SEM: When to use each approach.
- Comparison of SEM to multiple regression: Why SEM offers superior insights.
- Confirmatory Factor Analysis (CFA) vs. Confirmatory Composite Analysis (CCA): Confirming measurement models.
- Reflective vs. Formative measurement models: Understanding the differences.

Introduction to SmartPLS:

- Getting started with the SmartPLS software.
- Executing simple theoretical models.
- Interpreting results for measurement models and structural (path) models.
- How to detect and mitigate multicollinearity.

Day 2 (April 22, 2025 10:00 am to 1:00 pm): Advanced PLS–SEM Techniques

Advanced PLS–SEM:

- Working with higher–order constructs (HOCs).
- Out–of–sample prediction: Assessing predictive accuracy.
- Conditional mediation (COME): Unraveling complex mediation effects.

Workshop Highlights:

- Expert instruction and guidance from one of the world's most well–known researcher and statistician Dr. Joe F. Hair
- Hands–on experience with SmartPLS software.
- Practical examples and real–world applications.
- Comprehensive understanding of SEM methodologies.

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First

Last

Email *

I am: *

- Shidler/TIM MS Student
- Shidler/TIM Ph.D. Student
- Shidler/TIM Faculty/Staff
- UHM (not Shidler) Ph.D. Student
- UHM (not Shidler) Faculty/Staff

RSVP – Please make one selection: *

- Yes, I will attend BOTH sessions
- Yes, I will attend Day 1 (April 21) only
- Sorry, I cannot make it

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