THIAGARAJAR SCHOOL OF MANAGEMENT (AUTONOMOUS)
MADURAI, TAMILNADU

Accredited by NAAC with 'A' Grade

HANDS-ON WORKSHOP ON PARTIAL LEAST SQUARE STRUCTURAL EQUATION MODELING

31st July to 2nd August 2020

2 pm to 6.00 pm Session | 7.00pm to 9.00 pm Practice sessions with participants own data set and doubt clearance.

Click here for registration: https://forms.gle/1wkgf41JAC9yMdqq9

Partial Least Square - Structural Equation Modeling

Partial Least Square - Structural Equation Models has recently received considerable attention in a variety of disciplines. Much of the increased usage of Partial Least Square - Structural Equation Models can be credited to the method's ability to handle problematic modeling issues that routinely occur in the social sciences such as unusual data characteristics (e.g. nonnormal data, small sample size, formative models) and highly complex models. Several scholars have published studies summarizing Partial Least Square - Structural Equation Models usage within their respective fields. Partial Least Square - Structural Equation Models provides numerous advantages to researchers working with structural equation models. Given the popularity of Covariance based – Structural Equation Models, the use of Partial Least Square - Structural Equation Models often requires when working with nonnormal data because the PLS algorithm transforms nonnormal data in accordance with the central limit theorem. PLS-SEM can be utilized with much smaller sample sizes, even when models are highly complex. PLS-SEM generally achieves higher levels of statistical power and demonstrates much better convergence behaviour. Partial Least Square - Structural Equation Models can estimate models using formative indicators. PLS-SEM has received considerable support as the recommended method compared with Covariance based Structural Equation Models.

Resource Persons

Dr. B. Nataraj

Dr. Nataraj has eleven years of experience in academics and industry. He has completed his Ph.D. from Bharathiar University. He is a skilled professional in business analytics, data science and management research. He is a resourceful educator, professional trainer and competent with the statistical software packages like R, Python, SPSS, AMOS and Smart PLS. Before joining TSM, Dr. Nataraj was working as Assistant Professor in Great Lakes Institute of Management.

Dr. Prasanta Kr Chopdar

Dr. Prasanta Chopdar is a faculty in the area of Marketing in Thiagarajar School of Management, Madurai. He has nearly 16 years of experience in industry, academics and research. He completed his PhD from NIT Trichy in the area of Mobile Shopping Adoption. His research expertise has contributed to his publications in top-tier ABDC listed journals like International Journal of Information Management, Behaviour & Information Technology and Computers in Human Behavior. He is eager to build on his academic and research foundations for continued professional development through training and consultancy on M-commerce, E-commerce, New Technology Adoption and Smart City Services.

Objectives of the Program

Thiagarajar School of Management is pleased to announce a high-quality Workshop for researchers. The three day workshop introduces participants to the state-of-the-art of partial least squares structural equation modeling (PLS-SEM) using the SmartPLS 3 software. The instructors will make use of several examples, exercises and provide hands-on training with SmartPLS software. This course has been designed to familiarize participants with the potentials of using the multivariate analysis method PLS-SEM in their research. At the end of the course the participants will be familiar with

- Structural and Path Modeling
- Discriminant validity with HTMT, Goodness of Fit indicators
- Higher order models
- Repeated Indicator Approach
- Mediation and Moderation effects
- Multigroup Analysis (MGA)

For Whom

The workshop has been designed primarily for faculty and research scholars working in management schools, colleges and other institutions.

- Platform: Zoom platform
- Registration fee: **Rs. 2000** for Academicians and **Rs. 1,500** for Research Scholars
- Payments can be made through DD, Cheque or online mode (Contact co-ordinator for payments)
- Participants will receive the online meeting credentials through mail before the event.
- E-certificates will be issued

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