This workshop aims to provide an in-depth methodological introduction into the PLS-SEM approach.

**Content of workshop**

- PLS Structural Equation Modeling, Step-by-step workout Using SmartPLS
- Import data from Excel to SmartPLS, Construct validity
- Convergent validity, Missing data
- Bootstrapping, Reporting PLS outcomes
- Hypothesis Testing

**Date:** March 9, 2015  
**Time:** 11:45 to 12:30  
**Location:** Room 404

**For Registration:**  
Library and Student Lounge

**Conductor:** Mohamed Tailab  
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