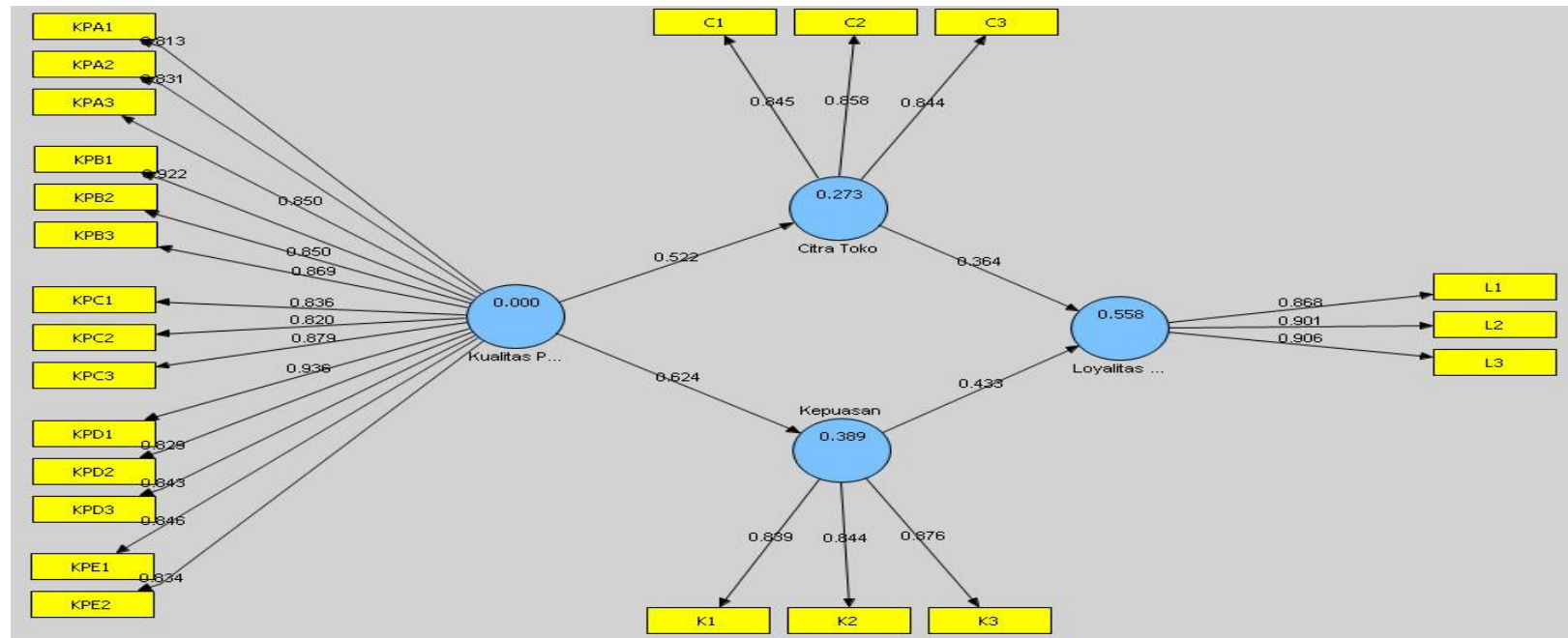


Lincoln University Structure Equation Modeling (SEM)

Partial Least Squares Path Modeling (SmartPLS)

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
Email: mtailab@Lincolnucsf.edu