



Workshop on **Partial Least Square Structural Equation Modelling (PLS-SEM) Using SmartPLS**

29-30
~~28-29~~ November 2017 (2 days)

Labuan Faculty of International Finance, UMS-Labuan International Campus

LABUAN

Description

This workshop is designed to introduce participants to PLS-SEM using SmartPLS statistical software in business research. Participants will be given a practical guide on how to use the SmartPLS to conduct research and obtain results. The objectives of this workshop are (1) to guide the participants on how to use the SmartPLS, (2) to guide the participants on how to analyse and interpret the SmartPLS output, (3) to guide the participants on how to perform the analysis of mediating and moderating variables using SmartPLS.

Fee

Category	Early Bird (Aug – 30 th Sep)	Normal (Oct – 20 th Nov)
Professional	RM250.00	RM300.00
Student	RM200.00	RM250.00

- ✓ Registration fee include: Meals, Workshop Kit, Certificate, Computers are provided (*encouraged to bring your own laptop*)
- ✓ Please bring a valid student ID (*for student only*) on registration day.
- ✓ The registration fee is non-refundable unless the workshop is cancelled by UMS.

Payment & Registration

Make payment using Online Transfer/ATM Transfer/Cash Deposit to the following account:

Bank	Account No.	Account Name
CIMB Bank Berhad	8001787097	UNIVERSITI MALAYSIA SABAH

- ✓ Online registration can be performed latest by **20th November 2017** via FKAL website (www.ums.edu.my/fkal)
- ✓ Please email your payment slip to anath_85@ums.edu.my
- ✓ A letter of confirmation/payment receipt will be sent by email once the organizer has received the fully completed registration form and proof of payment.

Tentative Program

Day 1: Wednesday, 29th November 2017

- Introduction of SEM and SmartPLS
- Preparation – Preliminary Decisions
- Understanding Reflective and Formative Measures
- Using SmartPLS: Hands-On
- Two-Stage Approach
- Assessing Measurement Model
- Convergent Validity
- Factor Loadings
- Composite Reliability
- Assessing Collinearity
- Discriminant Validity

Day 2: Thursday, 30th November 2017

- Assessing Structural Model
- Bootstrapping and Blindfolding
- Assessing R-Square
- Assessing Effect Size
- Assessing Q-Square
- First-Order and Second-Order Constructs (HOC Vs LOC)
- Moderator Analysis
- Mediator Analysis
- Decisions on Hypotheses
- Reporting Results

Trainer

Professor T. Ramayah



T. Ramayah, is currently a Professor of Technology Management at the School of Management, Universiti Sains Malaysia, Visiting Professor King Saud University, Kingdom of Saudi Arabia and Universiti Teknologi Malaysia, Adjunct Professor at Sunway University, Multimedia University and Universiti Tenaga Nasional, Malaysia. He has taught courses in Statistics, Operations Management, Research Methods, Forecasting and Computer Literacy at undergraduate level.

For more information

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