

# STRUCTURAL EQUATION MODELING (SEM): A Hands-on Approach Smart-PLS

10 & 11 January 2015 | WISMA R&D, University of Malaya

Time : 8:30am to 5:30pm

## COURSE DESCRIPTION

This is a 2-day workshop that will introduce the use of structural equation modeling (SEM is a family of statistical models that seek to explain the relationships among multiple variables) which is the most popular analysis software at the moment. This workshop will help postgraduate students/new researchers on how to do basic analysis using the SmartPLS software and how to present them professionally. This workshop will use practical hands on approach with real research data sets with research questions that can be answered using the data available. Some useful tips on how and where to get published will be given.

## FACILITATOR'S PROFILE

Professor T. Ramayah is currently attached to the Operations Management section at the School of Management, Universiti Sains Malaysia. He has taught courses in Statistics, Operations Management, Research Methods, Forecasting and Computer Literacy at undergraduate level. He is a trained Structural Equation Modeling (SEM) having been trained by Professor Joseph Hair (Kennesaw State University), Professor David Kenny (University of Connecticut), Professor Gregory Hancock (University of Maryland), Professor Everarda Cunningham (Queensland University of Technology) and Professor Christian Ringle (University of Hamburg).



He has also presented numerous papers at local and international conferences having won 5 "Best Papers" award. His publications which exceed 300 have appeared in Journal of Environmental Management, Technovation, Journal of Business Ethics, Journal of Business Economics and Management, Computers in Human Behavior, Resources, Conservation and Recycling, International Journal of Information Technology & Decision Making (IJITDM), International Journal of Information Management, Lecture Notes in Computer Science, Turkish Online Journal of Education Technology, Information Development, Journal of Project Management (JoPM), International Journal of Services and Operations Management (IJSOM), Engineering, Construction and Architectural Management (ECAM) and North American Journal of Psychology among others. He also serves on the editorial boards and program committee of several international journals and conferences of repute. His full profile can be accessed from <http://www.ramayah.com>

## MAIN AIMS

1. To assist postgraduate students in producing appropriate analysis for their research theses
2. To assist new lecturers in producing research papers with higher level analysis.

## TARGET AUDIENCE

1. Lecturers and Postgraduate students in the Institutions of Higher learning.
2. Aspiring researchers who have intention to embark on empirical research.

## COURSE FEE

Participants	Fee	Group Fee (3 Participant or more)
Students	RM400	RM360 / Participant
Others	RM500	RM450 / Participant

## PRICE INCLUDES

- Course attendance
- Full refreshments: lunch, two tea breaks
- Course lecture notes and training manual
- Certificate of attendance

## APPLICATION SOFTWARE

Smart PLS



## COURSE OUTLINE

1. Basics of SEM
2. Formative vs Reflective Measurement
3. Second Order Factors
4. Measurement Model Evaluation
  - a. Convergent validity – three approaches:
  - b. Factor loadings.
  - c. Variance extracted.
  - d. Reliability.
  - e. Discriminant validity
  - f. Cross Loadings
5. Structural Model analysis & evaluation
6. Moderating Effect Analysis
7. Mediating Effect Analysis

**PROGRAMME FEE**

<b>PAYMENT METHOD</b>	<p>Payment is due prior to commencement of programme and must be made by :-</p> <p>1. Cash – you can make the payment on the day of the programme provided that an LoU is submitted to UMCORS two weeks before the programme date;</p> <p>2. Cash &amp; Cheque Deposit/ Online Transfer/ Telegraphic Transfer/ Government L.O. - payment must be made by crossed A/C Payee and issued in favour of "Bendahari Universiti Malaya", CIMB Bank Berhad, Universiti Malaya, Lot 5270, Bangunan Pentadbiran Baru, Universiti Malaya, 50603 Kuala Lumpur, account number 1440-0004005-05-3, SWIFT Code CIBBMYKL.</p> <p>a) Cheques by post must be addressed to:-</p> <p style="text-align: center;"><b>University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS)</b> Level 13, Wisma R &amp; D, University of Malaya, Jalan Pantai Baharu 59990 Kuala Lumpur Malaysia</p> <p>b) Please fax or email a clear copy of your supporting document (deposit slip, EFT advice, remittance advice, voucher etc) once payment has been made.</p> <p>Note;</p> <ul style="list-style-type: none"> <li>• All fees are exclusive of any kind of taxes, withholding or otherwise. In any case of taxes applicable, the client has to ensure the taxes are paid on top of the fees paid for this programme. Compliance with the local tax laws is the responsibility of the client;</li> <li>• Any bank charges and/or expenses incurred must be borne by the payer</li> </ul> <p>A confirmation letter and invoice will be sent upon receipt of your registration. Full payment is required before the programme. Only those participants whose fees have been paid in full will be admitted to the event.</p>
<b>CANCELLATION &amp; REFUND POLICY</b>	<p>If any registered participant cannot attend the workshop, substitutions/replacements are welcome at any time. Cancellations within 14 days prior to the programme date will carry a 50% cancellation fee. Cancellations within less than 7 days prior to the programme date carry a 100% liability. All cancellations must be made in writing (e-mail or fax) to UMCORS.</p>

**REGISTRATION FORM**

**Workshop** : Structural Equation Modeling (SEM): A Hands-on Approach **Smart-PLS** Workshop  
**Date** : 10 and 11 January 2015  
**Venue** : Wisma R&D UMCORS  
**Time** : 8.30am to 5.30pm

**PARTICIPANTS' DETAILS**

	Name (Title)	Designation	Contact No.	Email
1.				
2.				
3.				

**COMPANY DETAILS**

Company / Organization Name : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_

**CONTACT PERSON'S DETAILS**

Name : \_\_\_\_\_ Designation : \_\_\_\_\_  
Tel No : \_\_\_\_\_ Fax No : \_\_\_\_\_ Email : \_\_\_\_\_

**PAYMENT MODE**

Cash  Cheque  L.O.

Invoice : Please send us the invoice with the details below :

Attention to : \_\_\_\_\_ Designation : \_\_\_\_\_  
Address : \_\_\_\_\_  
\_\_\_\_\_

Tel No : \_\_\_\_\_ Fax No : \_\_\_\_\_ Email : \_\_\_\_\_

To register, please email/fax/send this form :

**University of Malaya Malaysian Centre of Regulatory Studies (UMCoRS)**  
Level 13, Wisma R & D, University of Malaya, Jalan Pantai Baharu, 59990 Kuala Lumpur, MALAYSIA

**Telephone** : 03 2246 3372 / 3370 / **Mobile** : 012-2100616 **Fax** : (603) 2246 3367 **Email** : umcors@um.edu.my  
**Website** : www.umcors.um.edu.my **Facebook** : www.facebook.com/UMCoRS **Twitter** : UMCORS

Registration will be closed on **9 January 2015** or when the number of participants has reached the maximum.