

▼ Date . Time . Fee ▼

15 & 22
August 2020

10.00am to 1.00pm (MYT)

Discounts

- 25% for UTAR Confirmed Staff
 - 10% for UTAR/TAR UC Alumni
 - 10% for organisations that send three or more participants
- Each participant is entitled to one discount only*



Local: RM 150
(Public)

RM 100
(UTAR Student)

International: USD 38



Register Online Here ▲

Workshop on PLS-SEM Path Modelling

<https://prilivhuapek.com.my>

★ OBJECTIVE

- To understand fundamental concepts of PLS-SEM
- To examine reflective vs. formative measurement models
- To evaluate reliability and validity of reflective measurement models
- To examine structural model analysis
- To understand how to properly report and interpret the analysis results for dissertation and journal paper publications

CPD: 7 HOURS FOR UTAR STAFF

★ CONTENTS

Day 1 - 15 August 2020 (Saturday) 10.00am to 1.00pm (MYT)

Topic 1: Introduction and Concepts

- Partial Least Squares SEM
- What is Smart PLS path modelling?
- Reflective (Scale) versus Formative (Index) operationalization of constructs
- Reasons for using PLS
- Factor loadings

Topic 2: Assessing Reflective Measurement Model

- Internal Consistency Reliability
- Indicator reliability
- Convergent validity
- Discriminant validity
 - Heterotrait-Monotrait Ratio (HTMT)
- Report Writing

Day 2 - 22 August 2020 (Saturday) 10.00am to 1.00pm (MYT)

Topic 3: Assessing Structural Model

- Multicollinearity assessment
- Assessing path coefficients and its significance
- R² values assessment
- Predictive Relevance (Q²) values assessment
- Effect Size (f²) values assessment

Topic 4: Report Writing

- Mediating analysis
- Moderation analysis
- Report writing

★ TARGET AUDIENCE

- UTAR Students/ Staff/ Public

e-Cert awarded by Universiti Tunku Abdul Rahman

★ TRAINER

Dr Falaht Nejadmahani Mohammad holds a Doctorate in International Entrepreneurship from Universiti Sains Malaysia (USM) and MBA in Technology Management from Multimedia University (MMU), Malaysia. He has 15 years of industry experience prior to entering academia. He worked in a consultancy company in Dubai, UAE and was a director of Efficient Edge and Drywall Collection with more than RM10 million turnover annually. He received USM Gold Medal Award for the best Doctor of Business Administration degree in conjunction with the 45th university convocation. Besides that, he received a certificate award for "Faculty Development in International Entrepreneurship Program" from University of Colorado Denver, USA and he is a certified trainer endorsed by Pembangunan Sumber Manusia Berhad (PSMB), Malaysia.

Ms Joyce

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