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UNIVERSITI TUNKU ABDUL RAHMAN

▼ Date . Time . Fee ▶

15 & 22 August 2020

10.00^{am} to 1.00^{pm} (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



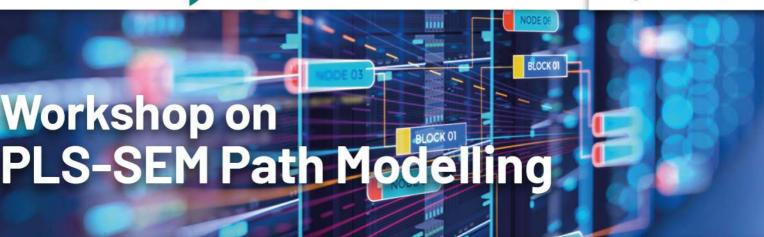
Local: RM 150

RM 100 (UTAR Student)

International: USD 38



CPD: 7 HOURS FOR UTAR STAFF



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

CONTENTS

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

Topic 1: Introduction and Concepts

Partial Least Squares SEMWhat 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 (02) values assessment
 Effect Size (f2) values assessment

Topic 4: Report Writing

- Mediating analysis
- Moderation analysis
- Report writing

TARGET AUDIENCE

UTAR Students/ Staff/ Public

★ TRAINER

e-Cert awarded by Universiti Tunku Abdul Rahman

Dr Falahat 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.

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