Tutorial: Using SmartPLS for Statistical Research Analysis

SmartPLS is a very popular PLS path modeling tool, with some 16,000 plus users worldwide. SmartPLS determines relationships between independent and dependent latent variables as linear composites, much like multiple regression multivariate techniques. Interestingly, this SEM tool is capable of simultaneously determining both the indirect as well as the direct path influences among all of the latent variables in a nomological network. PLS path modeling can incorporate both reflective (effect) and formative (cause) measurements models of latent variables. In essence, PLS path modeling is a robust SEM technique which is flexible in handling, a very user-friendly path modeling tool, with an intuitive visual interface.

Courses' Description

The objectives of our online courses are to inform participants of the uses and applications of structural equation modeling (SEM) software and to provide theory and 'hands-on' demonstrations. Participants learn basic and intermediate techniques for conducting PLS path modeling using linear (SmartPLS). The course generally consists of 2 sessions, presented on a full day of the course.

Course participants will receive: (1) 'hands on' exercises and data sets; (2) course slides and materials; (3) relevant full-copy SEM research articles and citations.

Who Will Benefit?

This course has been designed for research students who are engaged in, or interested in, current techniques to perform SEM using the PLS path modeling approach.

Agenda

09:45 – 10:00: Registration
10:00 – 11:00: Introduction of PLS path modeling
Reflective vs. formative measurement models
Coffee break
11:30 – 12:30: Software tutorial
Lunch
2:00 – 3:30: Assessment of PLS path modeling estimates: Formative and reflective measurement models (outer models), inner models, bootstrapping.
Coffee break
4:00 – 5:00: Software tutorial (continued).

Pre-Requisites (Presumed Knowledge)

A basic knowledge of statistics is necessary to follow all parts of the course.
Equipment

All participants must bring a laptop to enable hands-on training using the SmartPLS program. Download instructions will be emailed prior to the seminar. Participants should arrive with SmartPLS software already installed and activated. Participants should bring their own laptop.

For more information please contact:

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