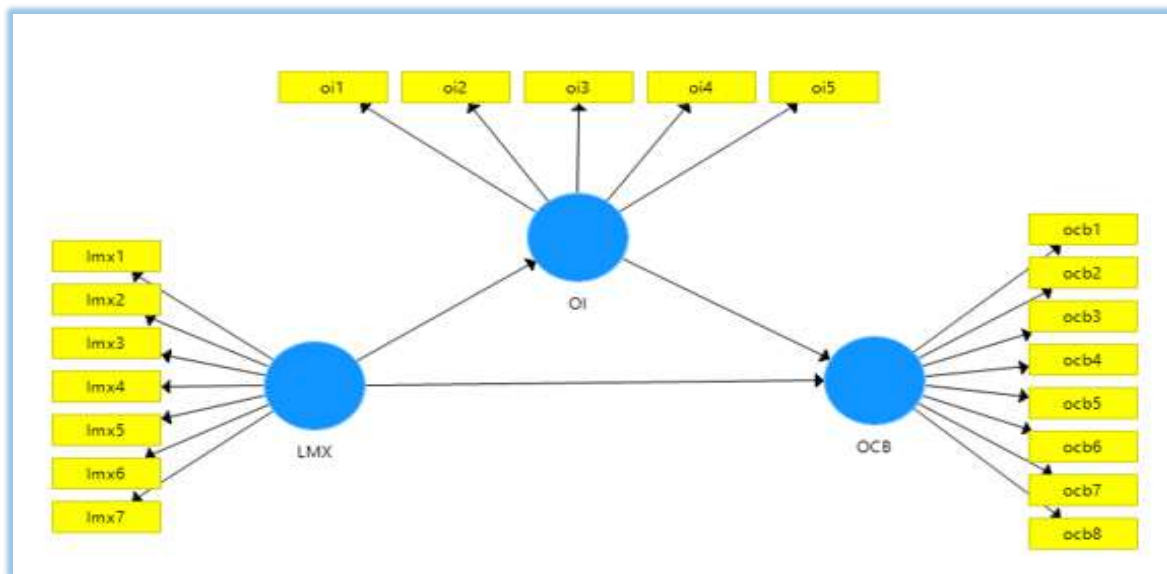


Presents
Hands on Workshop
on
PARTIAL LEAST SQUARES - STRUCTURAL EQUATION MODELLING
(PLS-SEM) USING R
(May 24-29, 2022)



About the Workshop:

The workshop will be held on **May 24-29, 2022** via online medium (through Zoom). The workshop sessions are scheduled from **5.00 pm to 9.00 pm** on the workshop dates. Prior knowledge of R Software or programming is not required. One complete session will be devoted in making participants understand the working of R and R Studio.

PLS-SEM

PLS-SEM also referred to as partial least squares path modeling is a non-parametric approach to structural equation modelling which has witnessed an increasing usage in social science research. It has gained popularity due to its unique peculiarity in developing theory or propose some insightful extension to a theory. It is a statistical data analysis methodology that exists at the intersection of Regression Models, Structural Equation Models, and Multiple Table Analysis methods. PLS SEM is designed to take care of both reflective and formative constructs unlike CB-SEM which is curated to work with reflective constructs only. It works equally well with non-normally distributed data and is tailored to handle small sample sizes as opposed to covariance based structural equation modelling which typically uses large sample size to estimate model parameters (Hair et al., 2018).

Date	Timings	Focus Area
24 th May	5.00 pm to 9.00 pm	Model Building in Research: Conceptual & Theoretical Underpinnings, Reflective v/s Formative Constructs, Basics of R and R Studio, Commands & Syntax writing
25 th May	5.00 pm to 9.00 pm	Installing Packages in R Studio, R Packages for PLS-SEM, Importing Files, Correlation and Partial Correlation, Simple & Multiple Regression
26 th May	5.00 pm to 9.00 pm	Introduction to PLS-SEM, Regular v/s Consistent PLS, Measurement Model Evaluation (Reliability & Validity Assessment)
27 th May	5.00 pm to 9.00 pm	Structural Model Evaluation, Advanced Issues in Structural Model Assessment, Handling Higher Order Constructs
28 th May	5.00 pm to 9.00 pm	Mediation, Moderation and Multigroup Analysis
29 th May	10.00 pm to 12.30 pm	Model Robustness Checks: Endogeneity, Linearity and Unobserved Heterogeneity
	5.00 pm to 7.30 pm	Comparing/Assessing Alternative Models
	7.30 pm to 8.00 pm	Valedictory and Feedback

Who should attend?

The workshop is tailored to suit the needs of faculty members, research scholars and practitioners working in management research. Researchers who are using surveys for their research work will benefit from this workshop.

Registration Fees and Details:

Country	Fees	Payment Link
INDIA and SAARC countries	INR 2360 (INR 2000 + GST [18%])	https://rzp.io/l/yC47DocosU
Other countries	USD 50	https://rzp.io/l/atPityV9

Registration link:

After making payment, please register at: <https://forms.gle/Hhwj4juAPajBCZ5q6>

Last Date for Registration:

Registration will close on **May 18, 2022** or when the seats of the workshop are filled (whichever is earlier). The seats of the workshop are limited (80 in number). The registration will be purely on first-come-first-serve basis.

About the Facilitator (Prof. Arunkumar Dubey):

Prof. Arunkumar Dubey is an Assistant Professor in Management Studies at S K Somaiya College, Somaiya Vidyavihar University. He is the FDP Alum of Indian Institute of Management Ahmedabad (2015 Batch). He has over a decade experience in management education training and mentoring learners in over dozens of institutes at pan India level. He has acted as a resource person to train faculty members in numerous institutes of repute including AICTE approved Faculty Development Programs. In addition to his academic engagements, he is a part time doctoral student at Pondicherry Central University. His research is focussed on understanding and exploring member attributes and leader member exchange impact on pro-organizational outcomes among pharmacovigilance associates in the Indian pharmacovigilance industry.

About SkillsEdge:

SkillsEdge aims to develop skills and capability among students and faculty for management research and education. It aims to provide high-quality education on research methods (quantitative, qualitative methods) as well as teaching methods for students and faculty at various stages of their careers. The organisation is working towards training students and faculty to conduct better management research and education, and towards bridging the divide of research and teaching methods trainings in colleges and universities of India by providing high-quality research methods workshops.

For full details, please see: www.skillsedge.co

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