



# IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

विद्या परं देवतम्

# Online FDP on Handling Partial Least Squares - Structural Equation Modeling (PLS-SEM)

**April 19, 2021 - April 22, 2021**

## About the FDP

Structural Equation Modelling (SEM) is a statistical methodology that is widely used in social sciences research (especially marketing, organizational behavior, human resource management, psychology, behavioral finance and behavioral economics). SEM models are so general that they encompass most of the statistical methods that are currently used in the social and behavioral sciences. SEM allows a researcher to test complex models with multiple pathways, model latent variables with multiple indicators, investigate mediation and moderation in a systematic way and adjust for measurement error in predictor variables. This workshop shall provide the participants a descriptive theoretical and practical knowledge to SEM, moderation and mediation. smartPLS 3 and R (plspm package) will be used to learn all the statistical technique, which is uniqueness of the workshop.

## Who should Attend?

- Research scholars,
- Faculty members
- who aspire to publish and professional from industry engaged in research and data analysis

## Duration

- The Programme will be conducted from **April 19 to April 22, 2021.**
- There will be two sessions per day from 6:00 PM to 7:30 PM and 7:45 PM to 9:15 PM as per the Indian Standard Time (IST).

**For Queries Contact:**

**eep@iimv.ac.in**

**www.iimv.ac.in/ofdp/pls-sem**

## FDP Content

- Introduction to PLS-SEM, myth and reality
- Difference between Covariance-based SEM and PLS-SEM
- Type of Constructs: Reflective and Formative
- Confirmatory Factor Analysis: (Formative construct, reflective constructs)
- Higher Order confirmatory Factor Analysis (Confirmatory Tetrad Analysis)
- Path Analysis
- Mediation Analysis : Introduction
- Sequential Mediation Analysis
- Parallel Mediation Analysis
- Moderation Analysis: Introduction
- Moderation Analysis: Interaction Effect
- Moderation Analysis: Multi-Group Analysis
- Moderated Mediation
- Mediated Moderation
- Use of PLS SEM in Different Domains of Management: Marketing, HR/OB, Finance, Operation, and Information System

## CERTIFICATION

The registered participants will be awarded a Digital Certificate of Participation

## Program Duration:

**April 19 - April 22, 2021**

## Registration Fees

(Including GST)  
(Fee once paid is non refundable)

<u>PARTICIPANT CATEGORY</u>	<u>FEE</u>
Research Scholars	INR 2360
Faculty Members	INR 4720
Corporates	INR 9440
Foreign Participants	USD 60

## Last Date for Registration

**April 11, 2021**

## PROGRAMME DIRECTOR



**Dr. Amit Shankar**

*Assistant Professor (Marketing)*

## About Course Instructor

Prof. Amit Shankar is Assistant Professor at IIM Visakhapatnam in the area of Marketing Management. He is PhD from Vinod Gupta School of Management, IIT Kharagpur. He has Academic experience of 5 years working with renowned Institutes. He has published in leading journals (ABDC journal classification). He has conducted workshops on SPSS, Amos, SmartPLS, Advanced Excel, and Process Macro in premier institutes of India.