

# SASEM 2019

## International Symposium on Applied Structural Equation Modelling & Methodological Matters

### Workshop on Current Advances in PLS-SEM in Melaka, Malaysia



**Prof. Dr. Christian M. Ringle**

Professor of Management at the Hamburg University of Technology (TUHH), Germany, Visiting Professor at the University of Newcastle, Australia and Adjunct Professor at the Waikato Management School, New Zealand. Christian has been included in the 2018 Highly Cited Researchers list from Clarivate Analytics, which compiles the most impactful scientific researchers worldwide (i.e., the top 1% by citations per field in the Web of Science).

He is a cofounder of SmartPLS. His research addresses strategic management, organizations, marketing, human resource management, and quantitative methods for business and market research. His Google Scholar citations: > 25,000.



**Prof. Dr. Marko Sarstedt**

Professor of Marketing at the Otto-von-Guericke-University Magdeburg, Germany and Adjunct Professor at Monash University Malaysia. Marko has been included in the 2018 Highly Cited Researchers list from Clarivate Analytics, which compiles the most impactful scientific researchers worldwide (i.e., the top 1% by citations per field in the Web of Science).

His main research is in the application and advancement of research methods to further the understanding of consumer behaviour and to improve marketing decision-making.

His Google Scholar citations: > 25,000.

### TOPICS

- Recap on the foundations of PLS-SEM
- State-of-research on PLS-SEM: How to justify and report PLS-SEM in papers submitted to top journals.
- Goodness-of-fit testing and model comparisons in PLS-SEM
- Predictive model assessment in PLS-SEM
- Capturing observed and unobserved heterogeneity in PLS-SEM
- Measurement model invariance testing using the MICOM procedure
- Multigroup analyses; treating unobserved heterogeneity in PLS-SEM: A multi-method approach
- Treating unobserved heterogeneity in PLS-SEM: A multi-method approach

 **21-22 August 2019**

 **Novotel Melaka, Malaysia**

**Fee structure:**

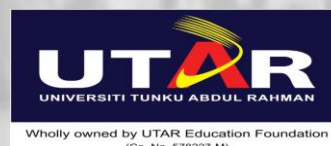
**RM1,800 per person**

**RM1,500 per person in a group of five**

**Registration will open in Nov 2018**

Limited to first 40 seats on a first-come-first-serve basis (with confirmed registration)

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