

**2<sup>ND</sup> INTERNATIONAL SYMPOSIUM ON APPLIED STRUCTURAL EQUATION MODELING AND  
METHODOLOGICAL MATTERS (SASEM) 2019**

***THEME: ADVANCES OF SEM CONCEPTS AND APPLICATIONS IN EXPLAINING AND  
PREDICTING BEHAVIOURS***

**DATE: 21 to 24 AUGUST 2019**

**VENUE: NOVOTEL, MELAKA**

**SASEM 2019 PRE-CONFERENCE WORKSHOP**

	<b>DAY 1: 21 AUGUST, 2019 (WEDNESDAY)</b>	<b>DAY 2: 22 AUGUST, 2019 (THURSDAY)</b>
<b>0830 - 0900</b>	<b>REGISTRATION</b> <i>Arrival and Registration</i>	<b>REGISTRATION</b> <i>Arrival and Registration</i>
<b>0900 - 1030</b>	<b>SESSION 1: <i>Foundations of structural equation modeling</i></b>	<b>SESSION 5: <i>Assessing structural model results and Bootstrapping &amp; SmartPLS exercises</i></b>
<b>1030 - 1100</b>	<b>Tea Break</b>	<b>Tea Break</b>
<b>1100 - 1300</b>	<b>SESSION 2: <i>The nature of latent variables and specifying the measurement model (reflective / formative)</i></b>	<b>SESSION 6: <i>Advanced model evaluation: Goodness of fit criteria and endogeneity in PLS-SEM &amp; SmartPLS exercises</i></b>
<b>1300 - 1400</b>	<b>Lunch Break</b>	<b>Lunch Break</b>
<b>1400 - 1530</b>	<b>SESSION 3: <i>Model estimation: the PLS-SEM algorithm, the weighted PLS-SEM algorithm (WPLS), and consistent PLS (PLSc) &amp; SmartPLS exercises</i></b>	<b>SESSION 7: <i>Measurement model invariance assessment (MICOM) and multigroup analysis &amp; SmartPLS exercises</i></b>
<b>1530 - 1600</b>	<b>Tea Break</b>	<b>Tea Break</b>
<b>1600 - 1730</b>	<b>SESSION 4: <i>Assessing measurement model results &amp; SmartPLS exercises</i></b>	<b>SESSION 8: <i>Uncovering groups: Finite mixture partial least squares (FIMIX-PLS) &amp; SmartPLS exercises</i></b>

\*Updated 10 November 2018

## SASEM 2019 CONFERENCE PROGRAMME

<b>DAY 1: 23 AUGUST, 2019 (FRIDAY)</b>	
0830 - 0900	<b>REGISTRATION</b> <i>Arrival and Registration</i>
0900 - 1000	<b>WELCOMING ADDRESS BY PROFESSOR RAMAYAH THURASAMY</b>
	<b>SASEM 2019 MELAKA OPENING CEREMONY</b>
1000 - 1030	<b>MORNING BREAK AND REFRESHMENT</b>
1030 - 1200	<b>DISTINGUISHED LECTURE BY PROFESSOR DR CHRISTIAN M. RINGLE</b>
1200 - 1330	<b>WELCOMING AND NETWORKING LUNCH</b>
1330 - 1500	<b>CONCURRENT PRESENTATION SESSION 1</b>
1500 - 1530	<b>TEA BREAK</b>
1530 - 1700	<b>SPECIAL TOPIC SESSION 1</b> ( <i>topics to be announced</i> )
1900 - 2200	<b>GALA DINNER AND AWARD GIVING CEREMONY</b>

<b>DAY 2: 24 AUGUST, 2019 (SATURDAY)</b>	
0830 - 1000	<b>CONCURRENT PRESENTATION SESSION 2</b>
1000 - 1030	<b>MORNING BREAK AND REFRESHMENT</b>
1030 - 1200	<b>DISTINGUISHED LECTURE BY PROFESSOR DR MARKO SARSTEDT</b>
1200 - 1330	<b>LUNCH BREAK</b>
1330 - 1500	<b>CONCURRENT PRESENTATION SESSION 3</b>
1500 - 1530	<b>TEA BREAK</b>
1530 - 1700	<b>SPECIAL TOPIC SESSION 2</b> ( <i>topics to be announced</i> )
1700	<b>END OF CONFERENCE</b>

\*Updated 10 November 2018