



**EdMaestro Academy**

IMPARTING EXPERTISE

A Unit of EdMaestro Private Limited

Training & Consulting Company registered under MCA and Ministry of MSME, Govt. of India

## 5 DAYS ONLINE WORKSHOP

### Basic & Advanced Structural Equation Modelling with SmartPLS 4

2 months License Key\* of SmartPLS 4 as additional support from SmartPLS GmbH, Germany

26<sup>th</sup> – 30<sup>th</sup> May 2025

6:00 – 8:30 PM (India) + 30 min daily query session

#### Day 1

#### Introduction to SEM

- Principles of SEM & Difference between CB-SEM and PLS-SEM
- Building Theory based models for Research Papers and Thesis
- Evaluating Multivariate Normality using "WebPower", G\*power for Sample Size
- Structural & Measurement Model Specifications - Reflective and Formative Constructs
- Installing and getting familiar with the interface of SmartPLS

#### Day 2

#### Measurement Model

- Common Method Bias, Confirmatory Tetrad Analysis
- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Measurement Model Assessment - Reflective, Formative

#### Day 3

#### Structural Model - Mediation, Moderation

- Structural Model Assessment - Collinearity, Path Coefficients, Explanatory Power -  $R^2$ , Effect size -  $f^2$ , Model Fit - SRMR
- Predictive Power - PLS Predict ( $Q^2$ ), CVPAT
- Mediation Analysis - Full & Partial Mediation, Parallel Mediation, Serial Mediation
- Continuous Moderators - Interaction Effect & Simple Slope Analysis

#### Day 4

#### MGA, IPMA, GSCA, NCA, cIPMA

- Categorical Moderators (Binary, Multiple Categories) - Interaction Effect
- Multi Group Analysis (MGA) and Measurement Invariance using MICOM
- Importance-Performance Map Analysis (IPMA)
- Generalized Structured Component Analysis (GSCA)
- Necessary Condition Analysis (NCA), cIPMA

#### Day 5

#### Higher Order Models & Robustness

- Higher Order Models - When to use, Types of HOC
- Higher Order Models Estimation - Repeated Indicators and Two-Stage Approaches
- Robustness Checks - Unobserved Heterogeneity (FIMIX, PLS-POS), Nonlinear effects, Endogeneity (Gaussian Copula)

#### RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academician and entrepreneur with over 23 years of experience in teaching, consulting, and research. She is a doctorate in Economics and double post graduate in Economics & Management with strong background of Mathematics, Statistics and Economics in graduation. She has worked as Dean / Director of various reputed institutions during her illustrious academic career leading their academic, research, and administrative processes. She is an expert in research methodology and highly skilled in analysis with research software like SPSS, SmartPLS, E-Views, MaxQDA, NVivo and RStudio. She is a certified Mendeley Advisor and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS-SEM. Her publications include 6 books, 2 cases published by Case Centre, U.K. and several research papers including those in Scopus and ABDC indexed journals. Her research project on Digital Payments Adoption in India was funded by New York University, U.S. and NSE, India. She is on the editorial board of various journals and is a research mentor to numerous scholars. She is also trained from Entrepreneurship Development Institute of India in entrepreneurship mentoring, and is an IBM certified Design Thinking Practitioner. She holds specializations in Advanced Excel and Virtual Teaching from International Universities and has been awarded with The Women of Excellence Award by Business View and recognized as one of the 10 most influential women leaders in Indian Education by Higher Education Digest. She is also an institutional consultant for NEP implementation, Outcome Based Education and Accreditation of HEIs and has conducted training sessions on research methods, NEP and entrepreneurship for various prestigious institutions like SRCC, University of Delhi; GLA University, Mathura; Jaipuria Inst. of Mgt., Jaipur; BSSIAS, Bhopal; Auro University, Gujarat; VVM, Goa; J.C. Bose University, Haryana; and Acropolis, Indore among others.

**Total Course: 30 hours (Lectures: 15hrs, Readings: 7hrs, Practical Assignments: 7hrs, Quiz: 1hr)**

Indian Participants Fee: INR 2150

Bank UPI/Paytm/GPay/PhonePe to [edmaestro@icici](mailto:edmaestro@icici)

IMPS to EDMAESTRO PRIVATE LIMITED

Acc. 126705001961 (IFSC ICIC0001267)



(UPI through credit cards will not be accepted)

Registration Link: <https://forms.gle/rqB5xRrC7NFddT276>

\* EdMaestro is not charging any fee for the license key and is not accountable for its functionality in case of any unforeseen issues. We also do not possess technical expertise in the software and participants need to contact [support@smartpls.com](mailto:support@smartpls.com) themselves for any technical issues in software installation or functioning arising during or after the workshop.

Foreign Participants Fee: USD 40

PayPal to: [paypal.me/edmaestroindia](https://paypal.me/edmaestroindia)

SWIFT code for Bank Transfer: ICICINBBNRI

Registration Fee once paid is non-refundable

E-Certificates of course completion, Study Material, Practical Assignments

Session Recordings (1 year viewing access)

Self-Assessment Quiz with display of correct answers and Grade Sheet (Optional)

**SPECIAL FORUM MEMBERSHIP FOR GUIDANCE AND QUERY SOLVING AFTER THE WORKSHOP FOR ALL PARTICIPANTS**

Contact: +91- 9310930533

Email: [info@edmaestro.in](mailto:info@edmaestro.in)

Website: [www.edmaestro.in](http://www.edmaestro.in)