

STRUCTURAL EQUATION MODELING (PLS-SEM & CB-SEM) WITH SMARTPLS

6th – 10th April 2026, 6:30 – 8:30 PM (IST)

with Free Resources:

- i) 2 months SmartPLS4 Professional License Key* sponsored by SmartPLS, Germany
- ii) Recorded Sessions with Reference Material on Advanced Multimethod Techniques & Robustness Checks

Day 1 Introduction to SEM

- Principles of SEM & Difference between CB-SEM and PLS-SEM
- 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 Assessment

- Building Model using SmartPLS - Datasets of Recent Papers and SmartPLS Projects
- Common Method Bias - Meaning, Measures to avoid CMB, Full Collinearity Test
- Measurement Model - Reflective (Reliability, Convergent & Discriminant Validity)
- Measurement Model - Formative (Redundancy, Collinearity, Outer weights)

Day 3 Structural Model Assessment

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

Day 4 Moderation, MGA, Higher Order Models

- Moderation - Interaction & Conditional Effects, Simple Slope Analysis
- Multi Group Analysis (MGA), MICOM
- Higher Order Models - When to use, Types of HOC
- Estimating Higher Order Models - Two Stage & Repeated Indicators Approach

Day 5 CB-SEM in SmartPLS & Writing SEM papers

- Measurement Model - Confirmatory Factor Analysis
- CB-SEM Structural Model
- Higher Order CB-SEM Model
- Writing SEM based papers for Scopus/ ABDC/ WoS journals

Free Recorded Video Sessions with Reference Material

S1: Multimethod Techniques (IPMA, NCA, cIPMA)

S2: Robustness Checks (Non-linear Effects, Unobserved Heterogeneity - FIMIX, PLS-POS, Endogeneity - Gaussian Copula)

RESOURCE PERSON

Dr. Anubhuti Dwivedi is an academican and entrepreneur with 25 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 certified by MAXQDA Academy as Proficient MAXQDA User and has graduated from PLS Academy powered by SmartPLS GmbH, Germany in all basic and advanced modules of PLS-SEM. She is also a certified Mendeley Advisor. Her publications include 6 books, 2 cases published by Case Centre, U.K. and multiple research papers in Scopus, WoS, 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 and reviewer panel of reputed 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 has conducted training sessions for various prestigious institutions like SRCC, University of Delhi; GLA University, Mathura; Jaipuria Inst. of Mgt., Jaipur; Auro University, Gujarat; VVM, Goa and many others.

E-Certificate, Reference Material, Data Sets, Recordings (1 year access), EdMaestro Research Forum membership for continued guidance

Indian Participants Fee: INR 1250
UPI payment to 9897831700 OR QR Code:
IMPS to ANUBHUTI DWIVEDI
Acc. 10264147165 (IFSC IDFB0021526)

Foreign Participants Fee: USD 25
PayPal to: [paypal.me/edmaestroacademy](https://www.paypal.com/india/web/WebPage?_ga=2.141111111.141111111.141111111.141111111)

(If PayPal is not available in your country, WhatsApp us for assistance)



REGISTER HERE:

<https://forms.gle/kC5d77UWAKmGGtM26>

Registration Fee once paid is non-refundable
UPI payment should not be through credit card

Contact: +91 – 9520172229 ; Email: info@edmaestro.in