



PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act 1960 Reg. No. JNR-S211-2015-16)
Bengaluru, Karnataka, India.



In Association with

THE OXFORD COLLEGE OF BUSINESS MANAGEMENT

No. 32, 19th 'B' Main, 4th Sector, HSR Layout, Bengaluru, Karnataka, India.



Three Day Online Workshop on

Structural Equational
Modeling using

Smart PLS



10-07-2021 to 12-07-2021

Time: 5.00 PM to 8.00 PM

DATE	TOPICS
10-07-2021 (Saturday)	<ul style="list-style-type: none"> Installation of SmartPLS 3.3.2 Version with License Keys. Understanding Theoretical Framework and Conceptual Modelling. Difference between Covariance Based SEM and Variance Based SEM. Reflective and Formative Modelling in SEM. Convergent and Discriminant Validity in for Reflective Models in SmartPLS. Methods of Convergent and Discriminant Validity in for Formative Models in SmartPLS.
11-07-2021 (Sunday)	<ul style="list-style-type: none"> Structural Model Assessments in SmartPLS. Hypothesis Testing, R-Square, F-Square, Blindfolding process using Q-Square and Model Fit Indices in PLS – SE G* Power Software 3.1.9.2 for sample size determination. Understanding Mardia's Multivariate Normality with 'Web Power' and Common Method Bias. Evaluating Mediation Effects in SmartPLS. VAF Method and Bootstrapping Process Moderation Effects, Types of Moderation - Categorical Moderation and Interaction Moderation in SmartPLS, Multi-Group Analysis (PLS-MGA)
12-07-2021 (Monday)	<ul style="list-style-type: none"> Modelling Higher Order Constructs (HOCs) in SmartPLS Software. Understanding PLS Consistent (PLSc) Algorithm; Consistent Bootstrapping. Importance Performance Matrix Analysis. Applying PLS - SEM for publication in Leading Journals like Emerald, Taylor and Francis etc. (with latest citations to participants - topic wise) and suggesting quality impactful Journals for initial publications.

http://www.theoxford.edu/business_management/

Resource Person



Dr. Atul Shiva is a certified specialist in PLS-SEM from Technische University of Hamburg, Northern Institute of Technology, Germany. Presently, he is faculty in University School of Business, Chandigarh University, Mohali. He has conducted many workshops on PLS-SEM in renowned universities of India. He is Guest Editor in International Journal of Business and Globalization (Inderscience Publishers).

Who Can Participate?

Research Scholars, Faculty Members, Data Analyst & Corporates

How to Apply?

Interested candidates can register online by using the google form given below.

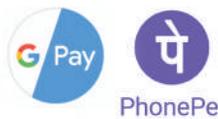


For Registration

[CLICK HERE](#)

Workshop Registration Fee?

Registration fee for Indian Participants
Rs.1,500 & Foreign Participants **\$ 50**
Participants can pay through



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(Note : After the payment, share your screen shot)

Important Guideline!

- Plat form: **ZOOM CLOUD MEET**
- Meeting link will be shared only to the Registered participants.
- **Demo/Students Trial version software will be provided to the registered participants.**
- Maximum Intake 50 Participants on first come first serve basis.
- E-Certificate will be provided to all the registered participants, who has attended all the sessions.
- No Recorded session.

Patron

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Chairman, The Oxford Group of Educational Institution's
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Karnataka, India.

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"Happiness Comes from Giving Happiness"

All the best