



PLS-SEM FOR ACADEMIC PUBLICATION

Partial least squares structural equation modelling or PLS-SEM is a second generation data analysis technique that has gained increasing interest among scholars, including postgraduate students. However, it is not a magic wand that can simply be used to solve any research problems. This one-day workshop is intended to guide the participants in using PLS-SEM correctly, which is an essential requirement for academic publication. SmartPLS 3.0 will be used during the hands-on session. This workshop covers justification for using PLS-SEM, reflective and formative measurement model assessment, and structural model assessment. Participants will also be taught how to run mediation and moderation analyses. The new PLS predict will also be discussed with illustration.

Closing registration and full payment date
10th September 2019

WORKSHOP DETAILS:

Date: 17 September 2019
Time: 8.30AM to 5.00PM
Venue: Seminar Room 1 UKM-GSB
Trainer: Dr Ida Rosnita Ismail

WHY SHOULD YOU JOIN?

- Workshop is conducted by an experienced trainer of 8 years using the SmartPLS software.
- Hand-on approach will be used to demonstrate the principles of PLS-SEM.
- Certificate of attendance will be given to each participant for successfully completed the course.
- Breakfast, lunch and evening tea break will be provided.
- Each participant will be given a free two-month access to SmartPLS 3.0 (subject to the approval of SmartPLS GmbH).

REGISTRATION DETAILS:

Please submit your registration details to:

Secretariat IC-RISE
icrise.gsb@gmail.com

Mr. Safwan Asraff
603-8921 3457 / 6017-6786294
gsb.marketing@ukm.edu.my

Dr. Roslan Ja'afar
603-8921 4969
jroslan@ukm.edu.my

PAYMENT:

RM150 per pax
RM120 per pax for a group of 3 and above

Pay to: **Universiti kebangsaan Malaysia**
Account No.: 8002240869
Bank Name: **CIMB Bank Berhad**
Swift Code/BIC: **CIBBMYKL**
Address: **CIMB Bank Bhd, Lot 1.04 & 1.05 Level 1 Wisma UNIKEM, Universiti Kebangsaan Malaysia, 43600, Bangi, Selangor, Malaysia**

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17th September 2019 Seminar Room 1, UKM-Graduate School of Business, UKM, Bangi, Selangor

REGISTRATION FORM

SECTION 1: CONTACT INFORMATION

TITLE: <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Ms <input type="checkbox"/> Dr <input type="checkbox"/> Prof <input type="checkbox"/> Other, specify	
FIRST NAME:	LAST NAME:
ADDRESS:	TELEPHONE:
TOWN/CITY:	MOBILE PHONE:
POST CODE:	PRIMARY EMAIL:
COUNTRY:	SECONDARY EMAIL:
FACULTY/DEPARTMENT/SCHOOL:	
AFFILIATION (NAME OF UNIVERSITY/INSTITUTE):	
FIELD OF RESEARCH: (eg. Banking, Management, ect)	
How did you hear about this workshop? <input type="checkbox"/> Direct Email <input type="checkbox"/> Websites (Please Specify): <input type="checkbox"/> Other (Please Specify):	

SECTION 2: PAYMENT INFORMATION

REGISTRATION FEES	FEES
<input type="checkbox"/> Per Person <input type="checkbox"/> Per Pax (Group of 3 and above)	RM150 per person. RM 120 per pax for a group of 3 and above.
Pay to: Universiti Kebangsaan Malaysia	* Please make payment to secure your seat before 10 th September 2019.
Account No.: 8002240869	* * Attach your payment draft/transaction slip/ bank slip to the filled registration form and fax or email to Secretariat Ic-RISE or Mr. Safwan or Dr. Roslan.
Bank Name: CIMB Bank Berhad	CONTACT
Address: CIMB Bank Bhd, Lot 1.04 & 1.05 Level 1 Wisma UNIKEB, Universiti Kebangsaan Malaysia, 43600 Bangi, Selangor, Malaysia	Email: icrise.gsb@gmail.com Fax: 03 – 89213161 (Secretariat Ic-RISE) Email: gsb.marketing@ukm.edu.my Fax: 03 – 89213161 Tel: 03 - 8921 4960 (Safwan) Email: jroslan@ukm.edu.my Fax: 03 – 89213161 Tel: 03 - 8921 4964 (Roslan)

Declaration: I agree that I cannot claim a refund of the registration fees I have paid unless allowed by the cancellation policy.

SIGNED: (or Write name here)	DATE:
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