

Workshop on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS, Adanco & Process - Macro ....IN VIRTUAL MODE



25th - 29th Nov. 2020

6:30 - 8:30 PM

(Indian Standard Time)

## WE TEACH

### ADVANCED ANALYSIS MECHANISM

- + **Dr. Anshuman Sharma**  
Assistant Professor  
Marketing, DUBAI
- + **Dr. Vikas Arya**  
Assistant Professor  
Marketing, INDIA

## Workshop on: Workshop on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS, Adanco & Process-Macro

“ WE HELP THE RESEARCHER GROW THEIR DATA ANALYSIS SKILLS

## Data Analysis



### ABOUT US

We are a group of Energetic academicians from different countries who are embraced with practical knowledge of Data-Analysing and having high quality of publications in reputed Journals listed in ABDC, A\*, A/B categories.

Academic Partner  
Smart-PLS Germany

**Note:** First 100 Participants will be given SMART-PLS 3 - 60 days license-key free, worth of 74 Euro (₹6000).

- [www.fscongress.com](http://www.fscongress.com)
- [www.vikasarya.in](http://www.vikasarya.in)

FsCongress  
Turkey

Blue-Forskning  
India

## About the Workshop :

Over the last few years, continuous emphasis has been placed on research and publication for academics. Academics need to be well versed with the latest useful tools and techniques for data analysis. This workshop is designed to help improve the ability to analyze data in order to improve the quality of the manuscript.

## Learning Objective

This workshop is intended for those with an intermediate level of understanding of data analysis. Who wants to improve the content of their manuscripts in terms of data analysis. This workshop will include an in-depth methodological introduction to the PLS-SEM and will consist of additional analytical techniques to improve the validity of the results using Process -Macro & Adanco.

## Pedagogy

Research article published in A\* will be based for Data Analysis using SmartPLS, Process-Macro & Adanco. The following research papers will be discussed during workshop :-

Arya, V., Sethi, D., & Paul, J. (2019). Does digital footprint act as a digital asset? – Enhancing brand experience through remarketing. *International Journal of Information Management*, 49, 142–156. Listed in Scopus, Indexed A-Star in ABDC, IF: 8.2.

Arya, V., Sethi, D., & Verma, H. (2018). Are emojis fascinating brand value more than textual language? Mediating role of brand communication to SNS and brand attachment. *Corporate Communications: An International Journal*, 23(4), 648-670. doi:10.1108/ccij-03-2018-0036.

Arya, V., Sharma, S., Sethi, D., Verma, H., Shiva, A. (2018): Ties that bind tourists: embedding destination motivators to destination attachment: a study in the context of Kumbh Fair, India, *Asia Pacific Journal of Tourism Research*, DOI: 10.1080/10941665.2018.1528992.

## Learning Outcome

Upon completion of this workshop, participants will be able to understand the Partial Least Square Structural Equation Modelling, including higher-order effects such as mediation, moderation and moderated mediation using SmartPLS. The workshop will also introduce SPSS-PROCESS Macro for higher-order effects.

## Who Should Attend?

This workshop is ideal for early-career academics and doctoral researchers in the field of social sciences. This workshop will significantly help those who wish to publish their research in high impact factor journals with robust methodological rigour.

## Key features of this workshop

- Each session will be fully interactive and hands-on.
- The E-certificate will be provided to the participant.
- Participants will be provided with all workshop materials, such as PPT, relevant open access articles and free books.

## Workshop: Workshop on Partial Least Square Structural Equation Modeling (PLS-SEM) using SmartPLS

Timings: 6:30 PM to 8:30 PM (Indian Standard Time)

Duration: 10 Hours

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Session	Timing	Topics
Day 1 25th Nov	3:30 pm – 6:30 pm	<ul style="list-style-type: none"><li>● PLS-SEM Fundamentals and Model Development</li><li>● Introduction to SmartPLS Software</li></ul>
Day-2 26th Nov	6:30 pm – 8:30 pm	<ul style="list-style-type: none"><li>● PLS-Algorithm, Bootstrapping and Blindfolding (assessment and reporting of measurement and structural model results, including measurement model and structural model assessment criteria)</li></ul>
Day-3 27th Nov	6:30 pm – 8:30 pm	<ul style="list-style-type: none"><li>● Confirmatory Tetrad Analysis (CTA),</li><li>● Importance Performance Map Analysis (IPMA),</li><li>● Mediation Analysis (including; simple, parallel, and serial mediation)</li><li>● Moderation Analysis (interaction effect)</li></ul>
Day-4 28th Nov	6:30 pm – 8:30 pm	<ul style="list-style-type: none"><li>● Higher-order Constructs (e.g., second-order models)</li><li>● PLS Predict</li></ul>
Day-5 29th Nov	6:30 pm – 8:30 pm	<ul style="list-style-type: none"><li>● Multiple Mediation, Moderation and Conditional Process Analysis using Process-Macro</li><li>● Adanco - Higher order constructs</li><li>● G-Power software - For sample size calculation</li></ul>

Pre-requisites for joining

Basic knowledge of multivariate statistics and SEM techniques is helpful, but not required.

## How to Apply:

1. Interested candidates should register online using the following google form.
2. Registration will only be considered complete if the Google Form is submitted after payment of the registration fee has been made.
3. The receipt of the registration fee must be submitted (uploaded) to the form.
4. Number of seats: First 100 Participants will be given SMART-PLS 3 - 60 days license-key free, worth of 74 Euro (₹6000), confirmation will be based on first-come and first-serve basis.
5. **Program Fee: ₹ 2000 for Indian Participants and \$ 60 for foreign Participants.**

## Workshop Pedagogy:

There will be a mix of theoretical and practical sessions based on a blended learning approach to teaching. The course will take place with ZOOM or Google Meet 2 hours a day, with special emphasis on two-way communication.

## Details of bank account :

**Account Name** : Vikas Arya,  
**Bank Name** : HDFC Bank, Civil Lines, Roorkee  
**Bank A/C Number** : 50100261270266  
**IFSC Code** : HDFC0009588, **MICR Code** : 247240103  
**Google Pay Mobile Number** : +91 9760326262

## Link for Google Form :

[https://docs.google.com/forms/d/e/1FAIpQLSe3aiMhD7O2s2f8mGuKL5M15gJOfLDMnzCbFuFkKxY4s8E5SQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSe3aiMhD7O2s2f8mGuKL5M15gJOfLDMnzCbFuFkKxY4s8E5SQ/viewform?usp=sf_link)

Link for WhatsApp Group : <https://chat.whatsapp.com/JMDOyQ3LpEKF8NLd3JtQNF>

**Certification: The workshop participation certificate will be given by FsCongress-Turkey.** All Participants will be given Digital Certificate after the completion of the respective workshop.

For any query, contact at: [info@vikasarya.in](mailto:info@vikasarya.in), +91 9760326262 (Call & WhatsApp).

## Resource Person:

### Dr. Anshuman Sharma, Dubai



Dr. Anshuman Sharma is an Assistant Professor of Marketing at the Department of Marketing, College of Business, Ajman University. He has been trained of PLS-SEM from Technische University of Hamburg, Northern Institute of Technology, Germany. He holds a Ph.D. in Marketing and distinguished academic experience in overseas. His teaching and research concentration embraces, Consumer Behavior, Strategic Marketing, Advertising & Promotion, Marketing Research, Data Analytics & Modelling, and Social Media Marketing. He has more than 20 years of experience in Teaching, Research and Consultancy. He has conducted multiple workshops on SPSS, SmartPLS, fsQCA, Artificial Neural Networks, Mendley software, and addressed the researchers worldwide.

### Dr. Vikas Arya, India



Dr. Vikas Arya, 33, is a doctorate in Digital Brand Management and currently associated with Rajalakshmi School of Business, Chennai, India as an Assistant Professor (Marketing). Also founder director of Blue-forskinning International Research Academy. As a researcher, he has presented his research work more than 35 reputed national and international conferences mostly organized by IIM's, IITs including one at Copenhagen Business School-Denmark, and American marketing Science, USA. Along with more than ten workshops/FDPs on research and data analysis topic in his bucket, Prof. Arya is a Guest - Editor of a special issue of Seven International Journals listed in the Scopus &/or ABDC category. He has an impressive track record in research, having one ABDC-A\* (Star) publication (IJIM -Impact Factor 8.2), JRCS (IF 4.2) and more than 14 papers published in reputed international journals listed in ABDC & Scopus. A number of research articles are under pipe-line submitted in A/A\* listed Journals.