AIB-SE WORKSHOP ON PLS-SEM

Partial least squares structural equation modeling (PLS-SEM) has recently received considerable attention in a variety of disciplines, including marketing (Hair et al 2011; Hair et al. 2012a, strategic management (Hair et al. 2012a, and management information systems (Ringle et al. 2012).

The growing application of PLS-SEM is accompanied by a broad range of methodological research that extends the method's toolbox. Most of the workshop will involve "hands-on" analysis of data using the SmartPLS software. SmartPLS software output diagnostics and proper interpretation of the results will be covered. Potential obstacles and "rules-of-thumb" to ensure appropriate application of the technique will be covered.

Who: Individuals wishing to learn the fundamentals of PLS-SEM and the SmartPLS software.

Place: FIU Brickell, 1101 Brickell Avenue, Miami, FL 33131 (Location of AIB-SE 2014 Annual Conference that follows October 24-25)

Date: Thursday, October 23, 2014

Time: 12:30 pm – 5:00 pm

Cost: AIB-SE Conference participants: $50; Non-AIB-SE conference participants: $100

Registration: All participants need to register on the AIB-SE website and registration will be available soon.

Course set-up:

The workshop builds on the contents and data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2014). You are encouraged to purchase and bring the book with you to the workshop (available for about $30 on Amazon). Most of the workshop will involve "hands-on" analysis of data using the SmartPLS 2.0 software. The SmartPLS 2.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and "rules-of-thumb" to ensure appropriate application of the techniques will be covered.

Requirements:

Prior exposure to PLS-SEM is recommended but not required. Participants must bring a laptop with the SmartPLS 2.0 software already installed. The software is available free of charge from http://www.smartpls.de. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

Instructor:

Joe Hair is Founder and Senior Scholar of the Coles College of Business DBA Program at Kennesaw State University. He has authored over 50 books, including market leaders *Multivariate Data Analysis* , Prentice-Hall, 7th edition, 2010, cited 40,000+ times; *A Primer on Partial Least Squares Structural Equation Modeling*, Sage, 2014, and *Principles of Marketing*, Thomson Learning, 12th edition, 2013, used at over 600 universities globally.

He also has numerous publications in journals such as *Journal of Marketing Research*, *Journal of Academy* of Marketing Science, *Journal of Business*, *Journal of Advertising Research*, *Journal of* Retailing, *Long Range Planning, and Journal of Marketing Theory & Practice.*

He is a Distinguished Fellow of the Academy of Marketing Science and the Society for Marketing Advances. In 2011, he was recognized as the Academy of Marketing Science Marketing Educator of the year; in 2009 he was the Academy of Marketing Science/Harold Berkman Lifetime Service Award recipient; in 2007 he was named the Innovative Marketer of the Year by the Marketing Management Association; and in 2004 he received the Academy of Marketing Science Outstanding Marketing Teaching Excellence Award.

References and Suggested Readings:

Hair, Joseph F., G. Tomas M. Hult, Christian M. Ringle, and Marko Sarstedt. 2014. *A Primer on* Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks: Sage. http://www.pls-sem.com/

Hair, Joe F., Marko Sarstedt, Christian M. Ringle, and Jeannette A. Mena. 2012a. "An Assessment of the Use of Partial Least Squares Structural Equation Modeling in Marketing Research." *Journal of the Academy of Marketing Science* 40 (3): 414-433.

Hair, Joseph F., Marko Sarstedt, Torsten M. Pieper, and Christian M. Ringle. 2012b. "The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications." *Long Range Planning* 45 (5-6): 320-340.

Hair, Joseph F., Christian M. Ringle, and Marko Sarstedt. 2011. "PLS-SEM: Indeed a Silver Bullet." *Journal of Marketing Theory and Practice* 19 (2): 139-151.

Ringle, Christian M., Marko Sarstedt, and Detmar W. Straub. 2012. "A Critical Look at the Use of PLS-SEM in MIS Quarterly." *MIS Quarterly* 36 (1): iii-xiv.