

PLS-SEM Workshop

Saturday, Nov 7th from 8 am – 11 am Central; 9 am – 12 pm Eastern

The workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3.0 software. The SmartPLS 3.0 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: Participants must have SmartPLS 3.0 software readily installed. A 60 day license code will be provided to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

Who should attend? Individuals wishing to learn PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications. The workshop will begin with the basic knowledge of PLS-SEM and progress into advanced topics such as higher order constructs, mediation, multi-group analysis, measurement invariance, and moderation.

Lucy Matthews is an Assistant Professor of Marketing in the Jones College of Business at Middle Tennessee State University. She was awarded the 2017-2018 Middle Tennessee State University, State Farm Outstanding Professor Award. Lucy is currently serving as the Membership Director for SMA, and was the recipient of the 2017 Best Overall Conference paper in Louisville, KY with co-author Scott Ambrose. Matthews graduated in 2015 from Kennesaw State University where Joe Hair served as her dissertation chair. Her research interests include sales & sales management, advanced methodology, as well as cross discipline areas related to marketing such as neuroscience and entrepreneurship. Lucy has published several articles in journals including *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Journal of Personal Selling and Sales Management* and *European Business Review*.

References and suggested readings:

Matthews, L. M., Hair, J. F., Matthews, R. L., (2018) “PLS-SEM: The Holy Grail for Advanced Analysis,” *Marketing Management Journal*, 28(1), 1-13.

Hair, J. F., Matthews, L. M., Matthews, R. L., Sarstedt, M., (2017) “PLS-SEM or CB-SEM: Updated Guidelines on Which Method to Use,” *International Journal of Multivariate Data Analysis*, 1(2), 107-123.

Matthews, L. M. (2017). Applying Multi-group Analysis in PLS-SEM: A Step-by-Step Process. In H. Latan & R. Noonan (Eds.), *Partial Least Squares Structural Equation Modeling - Basic Concepts, Methodological Issues and Applications*: Springer International Publishing AG.

Matthews, L. M., Sarstedt, M., Hair, J. F., Ringle, C. M. (2016). Identifying and Treating Unobserved Heterogeneity with FIMIX-PLS: Part II – A Case Study. *European Business Review*, 28(2), 208-224.

Hair, J. F., Sarstedt, M., Matthews, L. M., Ringle, C. M. (2016). Identifying and Treating Unobserved Heterogeneity with FIMIX-PLS: Part I – Method. *European Business Review*, 28(1), 63-76.