About the Workshop

Workshop Description & Objectives:
This workshop is intended to be an introduction to structural equation modelling (SEM) with PLS-Graph. The workshop will have an applied focus, particularly within the context of survey based research. As such, we will examine how SEM/PLS-Graph can be used in a holistic fashion to theorize about one’s research model, develop empirical measures, and run tests of the validity for theoretical and measurement models.

The main objectives are for participants come away with:
- an intuitive understanding of the strengths and weaknesses of component-based techniques,
- be able to set-up basic models correctly,
- be able to make sense of the analytical results.

The workshop will include a seminar as well as an opportunity for hands-on computer exercises and to work with one’s own data.

Workshop Details

Workshop Details:
Workshop participation is FREE for UC staff and students. Spaces are strictly limited. Attendees must therefore register with Annette Mills (annette.mills@canterbury.ac.nz) no later than 20th October 2009.
- Workshop Date: 3rd November 2009
- Venue: The Coppertop, Commerce Building (Level 2)
- Time: 9:30am – 5:00pm
- Cost: $100.00 (includes morning tea, lunch and afternoon tea).

Recommended:
Attendees are encouraged to provide their own laptops. This is especially important if you wish to use your own data/software for analysis. A number of desktops are also available in the UC computer lab.

Post-Workshop Social Event (Optional)

Dinner @ Annie’s Wine Bar, Arts Centre Christchurch (Optional - additional cost for all attendees)
A post-workshop dinner will be held at Annie’s Wine Bar starting at 7:00pm. Cost is $50.00/person. Registration is a MUST if attending the dinner.
Workshop Content

Basic SEM Part 1 (9:30am – 1:00pm)

- Introduction to Partial Least Squares – An overview
- Working through the use of PLS-Graph – multiple regression, principle components analysis, PLS based structural equation modelling
- PLS Based Modeling
  - underlying algorithm, formative vs. reflective indicators
  - Significance Testing through jackknifing, bootstrapping, and blindfolding resampling
  - AVE, composite reliability, cross loadings, and construct correlations for validity assessment.

LUNCH

Basic SEM Part II (1:45pm – 5:00pm)

- PLS-Graph Hands-On in the Laboratory (~1½ hrs)
  (Software will be provided if you wish to use your own laptop. Please bring your data if you wish to use your own data for analysis.)
- Following afternoon tea, there will be an opportunity for those with data to use PLS to conduct your own data analysis, and receive feedback on your work.

Enquiries and Registration

Please direct all enquiries to:
Annette Mills, University of Canterbury
Tel: 643-364-2625; email: annette.mills@canterbury.ac.nz

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See attached registration form for details.
Bio of Professor Wynne Chin

Wynne W. Chin is the C. T. Bauer Professor of MIS in the department of Decision and Information Sciences in the C.T. Bauer College of Business at the University of Houston. He received his A.B. in Biophysics from U.C. Berkeley, MS in Biomedical/Chemical Engineering from Northwestern University, and an MBA and Ph.D. in Computers and Information Systems from the University of Michigan. Wynne has also taught previously at the University of Calgary, Wayne State University, and the University of Michigan and has been a visiting fellow at Queens University, City University of Hong Kong, and the University of New South Wales. Wynne's research focuses on structural equation models related to Information technology adoption, sales force automation and electronic meeting support systems where he has developed measures for group cohesion, satisfaction, and consensus. Wynne has published in journals such as Information Systems Research, Data Base, Journal of Management Information Systems, MIS Quarterly, and Decision Sciences. Wynne is currently co-editor of Data Base and is on the editorial board of Structural Equation Modeling journal, Journal of AIS, Journal of Information Technology, IEEE Transaction of Management, and previously Information Systems Research and MIS Quarterly. Wynne has received best paper awards from the Journal of Personal Selling and Sales Management in 2003, the Administrative Sciences Association of Canada (IT division) in 1993 and 1998, a MIS Quarterly Reviewer of the Year in 1996, a Management Science Outstanding Reviewer award in 1996, and the First Biennial Award for Outstanding Ph.D. dissertation from the International Communication Association's Communications and Technology Division. He is also the developer of PLS-Graph, a graphical based software to perform Partial Least Squares analysis. Born and raised in San Francisco, Wynne currently resides in Houston with his wife Kelly and his two daughters - Christina (20 years old) and Angela (15 years old).

References for further reading:

Of General Interest

PLS and PLS-Graph
Advanced Topics in PLS
Examples of IS Research using PLS


Covariance based SEM books:
Byrne, Barbara M. 2001. Structural equation modeling with AMOS : basic concepts, applications, and programming.

Online discussion on SEM at: http://ww2.cis.temple.edu/isworld/vmc/#workshop