

Workshop on
“Partial Least Squares Structural Equation Modelling”(PLS-SEM)
with Special emphasis on Marketing to Millennials

by

Prof. Nikunj Jain

Date: 05th -06th February 2019

Venue: K.J SIMSR, Mumbai



**14th SIMSR GLOBAL
MARKETING CONFERENCE,
Mumbai, India
February 5-6, 2019**



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Vidyavihar (East), Mumbai – 400077
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About the Speaker

Prof. Nikunj Kumar Jain is working as an Assistant Professor in Operations and Quantitative Methods at IMT Gazhiabad. He holds a Fellow Program in Management from the Indian Institute of Management Indore, India and a B.Tech in Electrical Engineering from the MANIT, Bhopal, India. He has three years of work experience in a greenfield refinery project at Bharat Oman Refineries Ltd Bina, District Sagar, India. He has previously worked with FORE School of Management New Delhi, India. He has presented several research papers in National and International Conferences like INFORMS Marketing Science, INFORMS Manufacturing and Service Operations Management (MSOM) Conference, ANZAM, IMRDC, COSMAR, SOM, etc. He has published in National and International Journals like Renewable and Sustainability Energy Reviews (Impact Factor 8.05),

Marketing, Intelligence and Planning (ABDC-A), Asia-Pacific Journal of Marketing and Logistics (ABDC-B), Journal of Internet Commerce (ABDC-B), Telematics and Informatics (ABDC-C, Impact Factor 3.398) and Benchmarking: An International Journal (ABDC -B). He has also published case studies in Asian Journal of Management Cases, Emerald Emerging Markets Case Studies, The Case Centre and ET Cases. His research interest areas include Sustainable Supply Chain Management (SCM), Circular Supply Chains, Retail Operations Management, Application of Game Theory in SCM, Mathematical Modelling and Optimization of Real-Life Problems.

His research interests include retail operations, mathematical modelling, game theory applications, logistics and supply chain management. He has published research papers and case studies in national and international journals.

PROGRAMME OVERVIEW

Partial least squares, variance based structural equation modelling (PLS-SEM) is widely adopted in business - management research fields like marketing, strategy, organization behavior, information systems and

operations management. PLS-SEM is a statistical approach for modeling complex multivariable relationships among observed and latent variables. This workshop will sensitize the participants with contemporary research methodology of SEM and it may also help them to align their research in the right direction.

Objectives of the workshop are-

The two days workshop on PLS-SEM is designed to provide hands-on training to develop and test models using PLSSEM (Software: smartPLS 2 -Free version and smartPLS 3).

CONTENTS

- Introduction to PLS-SEM: Difference between Covariance-based SEM and PLS-SEM
- Type of Constructs: Reflective and Formative; and Addressing Common-Method Bias
- Measurement Model Assessment (Validity and Reliability Testing)
- Structural Model Assessment (Path Analysis, Interaction Effect and Bootstrapping Technique)

- Interpreting the Results/Writing Results on PLS-SEM
- Advanced Topics in PLS-SEM: Mediation, Moderation and Multi-Group Analysis
- Special focus on handling Higher Order Constructs
- Addressing observed and unobserved heterogeneity using Finite of Mixtures (FIMIX) and Prediction Oriented Segmentation (POS) technique.

PROGRAMME SCHEDULE

MONDAY, 05th FEBRUARY

Time: 02:00 PM to 05:00 PM*

TUESDAY, 06th FEBRUARY

Time: 10:00 AM to 05:00 PM**

* Networking Tea Inclusive

** Breakfast, Lunch and Networking Tea Inclusive

		India and SAARC Countries				International		
Workshop	Head	Price	GST	Total Price/person	Head	Price	tax	Total Price/person
	Corporate			INR 10,000/-	Corporate			US\$ 190.00
	Corporate Early Bird			INR 8,000/-	Corporate Early Bird			US\$ 160.00
	Corporate 3 +			INR 6,000/-				
	Academicians			INR 7,000/-	Academicians			US\$ 126.00
	Academicians Early Bird			INR 6,000/-	Academicians Early Bird			US\$ 110.00
	Academicians 2 +			INR 4,000/-				
	Doctoral/ Other Students			INR 2,000/-				
	SIMSR Students			INR 500/-				
Workshop + Conference	Corporate			INR 16,000.00	Corporate			US\$ 300.00
	Corporate Early Bird			INR 14,000.00	Corporate Early Bird			US\$ 350.00
	Academicians			INR 11,000.00	Academicians			US\$ 300.00
	Academicians Early Bird			INR 10,000.00	Academicians Early Bird			US\$ 250.00
	Academicians Early Bird and 2+			INR 8,000.00	Academicians Early Bird			US\$ 250.00

*Above prices are inclusive of all taxes

** Rush! Limited seats are available. Book early to avoid disappointment.

- Payment can be done either by Demand Draft, Cheque or NET Banking
- Kindly contact the undersigned if accommodation is needed

PAYMENT DETAILS

Account Name: K J Somaiya Institute of Management Studies & Research

**Axis Bank Ltd, Branch- Ghatkopar,
Sai Heritage, Tilak Road, Near Balaji Mandir,
Ghatkopar (E), Mumbai- 400077**

Account No.: 0290 101 0038 6319

IFSC Code: UTIB0000029

Provide your details in the [form](#). Please attach payment receipt in the form or mail it to the email ID below.

For any further clarification and enquires, write to:

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