Partial least squares structural equation modeling (PLS-SEM) has recently received considerable attention in a variety of disciplines, including marketing (Hair et al. 2011, according to Google scholar the most-cited article ever published in JMTP; Hair et al. 2012a, according to Google scholar the most-cited JAMS article since 2012), strategic management (Hair et al. 2012b, according to Google scholar the most-cited LRP article since 2012), and management information systems (Ringle et al. 2012, according to Google scholar the second-most cited MIS Quarterly article since 2012).

The goal of PLS-SEM is the explanation of variances (prediction-oriented character of the methodology) rather than explaining covariances (theory testing via covariance-based SEM). The application of the PLS-SEM method is of special interest if the premises of covariance-based SEM are violated and the assumed relations of cause-and-effect are not sufficiently explored. An additional advantage of the PLS-SEM method is the unrestricted incorporation of latent variables in the path model that draws on both reflective or formative measurements models.

This pre-conference workshop provides an introduction to the following aspects of PLS-SEM:

- On the usefulness and use of SEM
- Model development and fundamentals of PLS-SEM
- Assessment and reporting of measurement and structural model results
- Examples and special problems in marketing research
The course is based on the PLS-SEM textbook:


Every participant will receive a free copy of this book. Moreover, practical applications and the use of the software program SmartPLS 3 are an integral part of the workshop. Each course participant will get a free one-month professional license of the SmartPLS 3 software.

**Place:** Westin Denver Downtown, 1672 Lawrence Street, Denver, CO; http://www.westindenverdowntown.com/ (Location of AMS 2014 Annual Conference that follows May 12-14)

**Date:** Monday, May 11, 2015

**Time:** 1:30 pm – 6:30 pm

**Cost:** AMS members: $90 US; Non-members: $290 US (includes AMS membership)

**Registration:** Participants need to register on the AMS website.

**Course set-up:** The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2014). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3 software (course participants will obtain a free one-month license). The SmartPLS 3 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 addressed.

**Requirements:** Prior exposure to PLS-SEM is recommended but not required. Participants must bring a laptop with the SmartPLS 3 software readily installed. The software is available free of charge from http://www.smartpls.com.

**Who should attend?** Individuals wishing to learn more advanced PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications.

**Instructors:**

*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 80,000+ times; *A Primer on Partial Least Squares Structural Equations 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 (JMR)*, *Journal of Academy of Marketing Science (JAMS)*, *Journal of Retailing (JoR)*, *Long Range Planning (LRP)*, and *Journal of Marketing Theory & Practice (JMTP)*. 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.
Christian M. Ringle is a Professor of Management and the Director of the Institute for Human Resource Management and Organizations at the Hamburg University of Technology (TUHH) and Visiting Professor at the Faculty of Business, and Law Professor at the University of Newcastle (Australia). His research has been published in well-known journals such as Information Systems Research (ISR), International Journal of Research in Marketing (IJRM), Journal of Business Research (JBR), Journal of Marketing Theory and Practice (JMTP), Journal of Service Research (JSR), Journal of the Academy of Marketing Science (JAMS), Long Range Planning (LRP), MIS Quarterly (MISQ), and Organizational Research Methods (ORM). Dr. Ringle co-authored the textbook on PLS-SEM and is co-founder of SmartPLS, a software tool with a graphical user interface for the application of the PLS-SEM method. More information: http://www.tuhh.de/hrmo/team/prof-dr-c-m-ringle.html.

Marko Sarstedt is a Professor of Marketing at the Otto-von-Guericke-University Magdeburg (Germany) and Adjunct Professor at the Faculty of Business and Law of the University of Newcastle (Australia). His main research interest is in the advancement of research methods to further the understanding of consumer behavior. His research has been published in journals such as Journal of the Academy of Marketing Science (JAMS), International Journal of Research in Marketing (IJRM), MIS Quarterly (MISQ), Organizational Research Methods (ORM), Journal of Business Research (JBR), Journal of Marketing Theory & Practice (JMTP), Journal of World Business (JWB), and Long Range Planning (LRP). Dr. Sarstedt has co-edited several special issues of leading journals and co-authored the textbook on PLS-SEM. More information: http://www.marketing.ovgu.de/marketing/en/Marketing.html

References and suggested readings:


Specific inquiries should be directed to Marko Sarstedt at Marko.Sarstedt@ovgu.de.