



# Staff Development Centre

University of Jaffna, Sri Lanka

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## Announcement

### Workshop on

### Structural Equation Modeling for Quantitative Research

<b>Objectives</b>	<ul style="list-style-type: none"> <li>To enable the participants to employ PLS-SEM approach using Smart PLS in their research work (data analysis)</li> </ul>
<b>Resource Person(s)</b>	<ul style="list-style-type: none"> <li>Dr. J. Robinson , Senior Lecturer Gr.I, Dept. of Human Resource Management , University of Jaffna</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>Multivariate analysis in social science research</li> <li>Multiple regression analysis</li> <li>Introduction to structural equation modeling (SEM)</li> <li>Covariance based SEM and variance based SEM comparison</li> <li>Introduction to AMOS for SEM</li> <li>Introduction to Smart PLS for SEM               <ul style="list-style-type: none"> <li>✓ Measurement model analysis</li> <li>✓ Structural model analysis</li> <li>✓ Simple mediation analysis</li> <li>✓ Moderator Analysis</li> <li>✓ Important Performance Map Analysis (IPMA)</li> <li>✓ Multi-Group Analysis (MGA)</li> </ul> </li> <li>Interpretation of results and drawing conclusion</li> </ul>
<b>Target group</b>	<ul style="list-style-type: none"> <li>Young academics/researchers</li> </ul>
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>To specify PLS-SEM path model using SmartPLS</li> <li>To employ PLS-SEM approach using SmartPLS in their research work (data analysis)</li> <li>Interpret the results</li> </ul>
<b>Basic requirements for the participants</b>	<ul style="list-style-type: none"> <li>Experience in quantitative research method</li> <li>Fundamental knowledge on basic statistics and multiple regression analysis</li> </ul>
<b>Method of registration</b>	<ul style="list-style-type: none"> <li><a href="http://www.unit.jfn.ac.lk/sdc/index.php/registration-and-feedback">http://www.unit.jfn.ac.lk/sdc/index.php/registration-and-feedback</a></li> </ul>
<b>Date &amp; Time</b>	<ul style="list-style-type: none"> <li>23 &amp; 24 July 2019, 9.00 am to 4.00pm</li> </ul>
<b>Venue</b>	<ul style="list-style-type: none"> <li>E-Lap of Faculty of Management Studies and Commerce</li> </ul>
<p><b>Note:</b> Maximum number of participants is 12. Priority will be given to the applicants who need to use the software in their research (e.g. a Ph.D/ M.PHIL candidate whose topic requires application of this software for data analysis)</p>	

**Director/SDC**