



PARTIAL SQUARE (PLS) APPROACH WORKSHOP

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12 - 13 May 2012. Professor T. Ramayah of Universiti Sains Malaysia, a research methodology guru, was invited to enlighten a group of academicians and P.hD students from various institutions namely UMP, UNITEN, UPM and UM in a workshop on Survey Data Analysis Using Structural Equation Modeling (SEM): The Partial Square (PLS) Approach. The workshop aimed to expose participants to PLS, train them to use the PLS software and enhance their potential towards strong possibility for their articles to be accepted by ISI and Scopus indexed journals using PLS approach. The participants and Professor T. Ramayah worked hand in hand for this two-day workshop, which was held at the Banquet Hall of the Kompleks Pentadbiran Utama (KPU), UMP. Among the topics discussed during the workshop included formative versus reflective measurement, second order factors measurement model evaluation, structural model evaluation, moderating effect analysis and mediating effect analysis. Participants expressed their satisfactions especially how the workshop has benefited them for their research and writings.