



ONLINE SHORT COURSE 2023

PLS-SEM: FUNDAMENTOS Y DESARROLLOS AVANZADOS (V EDICIÓN)

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Course contents: Basic module (10 hours)

1. Structural equation models (SEM).
2. Partial Least Squares (PLS)
3. Modelling with PLS
4. Measurement models
5. PLS taxonomy: PLS and PLS Consistent (PLSc)
6. Basic algorithm
7. Empirical factors to consider
8. PLS-SEM software
9. Systematic process for the application of PLS-SEM
10. Evaluation of PLS models
 - 10.1. Use of goodness-of-fit indicators: Prospect analysis
 - 10.2. Assessment of the measurement model
 - 10.3. Assessment of the structural model + assessment of out-of-sample predictive capacity

Software used: We will use SmartPLS 4 with professional licences for individual use (3 months).

Documentation: A dossier in Spanish of the selected module will be provided. A bibliography of more than 300 articles and book chapters (in PDF format) will also be provided. This bibliography includes introductory and in-depth works on the PLS technique. Databases with application examples will be provided.

21th, 23th, 28th FEB

Online Short Course - via Zoom

Total hours: 10h (Tuesday and Thursday)

Timetable: [Lisbon Time]

- 9h00am - 12h00am (14th)

- 16h00pm - 19h00pm (16th)

- 9h00am - 13h00am (21st)