



ONLINE SHORT COURSE 2023

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

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**Course contents:** Advanced module (10 hours)

1. Multidimensional constructs
2. Mediation effects
3. Moderating variables
  - 3.1. Categorical variables: Multigroup comparisons
  - 3.2. Continuous variables:  
Types of moderation:
    - 3.2.1. Moderation methods
      - a) Product approach
      - b) Two-step approach
      - c) Orthogonalisation
4. Moderated mediation

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.

### 16th, 20th, 23rd MAR

**Online Short Course - via Zoom**

**Total hours:** 10h (Monday and Thursday)

**Timetable:** [Lisbon Time]

- 16h00pm - 19h00pm (16th)

- 16h00pm - 19h00pm (20th)

- 16h00pm - 20h00pm (23rd)