

Workshop on PLS Path Modeling with XLSTAT-PLSPM Software

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DAY 1: Basic Concepts and Foundations of PLS-PM algorithm

INTRODUCTION TO STRUCTURAL EQUATION MODELING AND MULTIPLE TABLE ANALYSIS VIA THE PLS WORLD

PLS PATH MODELING ALGORITHM FOR MODEL ESTIMATION

Measurement (Outer) Model Specification and Estimation: Reflective vs. Formative, Structural (Inner) Model Specification and Estimation, PLS algorithm for computing Latent Variable Scores, Links to One- and Two-Block Analysis

MODEL ASSESSMENT IN PLS PATH MODELING: DIAGNOSTICS AND SOLUTIONS

Block Unidimensionality and Homogeneity, Convergent validity, Discriminant validity, Predictive relevance, Statistical significance by t-tests and Bootstrap, Cross-validation by Blindfolding, Handling Missing Data, Scales of Latent Variable Scores

APPLICATIONS WITH XLSTAT-PLSPM SOFTWARE: MODEL ESTIMATION, IMPROVEMENT AND INTERPRETATION

DAY 2: Advances in PLS-PM

CONTINUOUS MODERATING EFFECTS: INTERACTION VARIABLE

Discrete vs. continuous moderator variable, Assessing Interaction Effects, Transforming Interaction Indicators, Interpreting Interaction Latent Variables

DISCRETE MODERATING EFFECTS: MULTI-GROUP COMPARISON

Bootstrap parametric approaches for t-tests and empirical confidence intervals, Permutation-based comparison tests

MEDIATING EFFECTS

Causal Steps for Testing Mediation, Assessing Mediating Effects, Bootstrapping Indirect Effects, Mediator vs. Moderator Variables

HIGHER DIMENSIONS AND MULTIPLE TABLE ANALYSIS

Second Order Constructs: Hierarchical PLS-PM and the super-block option, Multi-block Data Analysis

FURTHER TOPICS

Handling Multidimensionality, Uncovering Segments, Algorithmic Comparisons with other Methods

About the Instructor

Vincenzo ESPOSITO VINZI is Professor of Statistics at ESSEC Business School - Paris and Singapore. He received a Ph.D. in Computational Statistics. Vincenzo is a Vice President of the International Society for Business and Industrial Statistics and the current scientific secretary of the International Federation of Classification Societies after being the Scientific Secretary of the European Board of Directors of the International Association for Statistical Computing. His research includes multivariate statistics, factorial methods, structural equation modelling, PLS regression and path modelling, multiple table analysis, with business and industry-oriented applications. Vincenzo has delivered invited lectures, taught tutorials and organised specialised sessions on PLS and related methods to several international conferences and PhD programs around the world. He has been chairing, with Michel Tenenhaus, a series of International Conferences on PLS and related methods and has co-edited several conference proceedings and special issues of international journals on PLS methods. Vincenzo is an Associate Editor of Computational Statistics and Data Analysis (Elsevier) and Computational Statistics (Physica-Verlag). He is the managing editor of the "Handbook of Partial Least Squares: Concepts, Methods and Applications" by Springer.