

Centre for Ageing and Healthcare Management Research Methodology Workshop

All are
welcome!

Conceptual framework of using PLS-SEM in research

Date : 11 December 2020 (Friday)

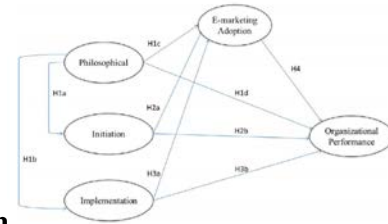
Time : 2:30 pm to 4:00 pm

**Mode of
Presentation** : Online (Microsoft Teams)

Language : English



Online Registration



Abstract:

Partial Least Squares Structural Equation Modeling (PLS-SEM) is a composite-based approach to SEM, which aims at maximizing the explained variance of dependent constructs in the path model. PLS-SEM is an attractive method as it allows researchers to estimate very complex models with many constructs and indicator variables especially when predication is the goal of the analysis. Studies across different disciplines (including marketing, management, tourism, information systems, psychology, education, etc.) substantiate that PLS-SEM has become a standard method in the multivariate analysis. In this workshop, Dr Daisy Lee and Dr Peggy Ng will share their experience in developing their research ideas and methodology using PLS-SEM.

Speaker: Dr LEE, Suet-mui Daisy
Senior Lecturer,
Division of Business and Hospitality
Management, School of Professional
Education and Executive Development,
College of Professional and Continuing
Education, The Hong Kong Polytechnic
University



Dr Daisy Lee is a veteran of marketing. She has extensive commercial experience across digital marketing, consumer marketing, shopper marketing, business marketing, technical marketing and marketing research gained from multinational giants she worked with. Prior to academia, she worked as Regional Director at Philips Asia Pacific marketing team, overseeing 15 APAC countries. Her research interests include digital marketing, health communications and marketing for non-profit organisations. Her publications appear in peer-reviewed journals and top-tier conference proceedings including Journal of Marketing Management, Online Information Review, and proceedings of American Marketing Association conference.

Speaker: Dr NG, Mei-lan Peggy
Senior Lecturer,
Division of Business and Hospitality
Management, School of Professional
Education and Executive Development,
College of Professional and Continuing
Education, The Hong Kong Polytechnic
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Dr Peggy Ng is a Senior Lecturer of the Division of Business and Hospitality Management. She obtained her DBA from Heriot-Watt University. Her research interests include strategic enrolment management, student satisfaction, higher education, strategic planning, and pro-environmental behavior. Her publications appear in peer-reviewed journals including Higher Education, Journal of Marketing Management, Online Information Review, Social Responsibility Journal, International Journal of Educational Management and Asia Pacific Education Review.

Moderator: Dr TSANG, Ken Cheuk-kan
Senior Lecturer,
Division of Science, Engineering and Health Studies, School of Professional Education and
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Kindly make the reservation at <https://bit.ly/36MRZsf> on or before **8 December 2020 (Tuesday)**

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