



Xavier Institute of Business Administration

A Jesuit Business School

St. Xavier's College (Autonomous), Palayamkottai



A Two-Day Workshop on Smart PLS



14 & 15 December, 2022



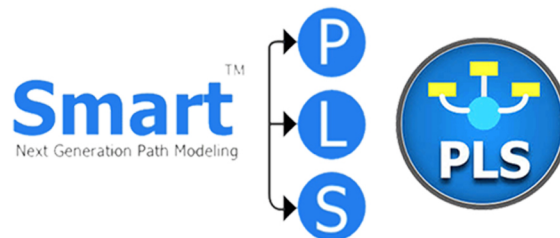
Workshop on Smart PLS

About XIBA & XIBA Centre for Research

XIBA is housed in St. Xavier's college. The St. Xavier's College was started in 1923 by the dedicated French Jesuit Missionaries in Palayamkottai. Presently the college is accredited at A++ Grade with status College with Potential For Excellence with CGPA of 3.66/4 in IV Cycle by NAAC. XIBA was started in August 2012 as the Department of Master of Business Administration, approved by AICTE and affiliated to Manonmaniam Sundaranar University, Tirunelveli. The institute is elevated as XIBA Centre for Research, recognized by MS University in the year 2019 which is headed by Rev.Dr.Michael John SJ and coordinated by Dr.Nithila, is a formally structured unit which partakes within the Institute with 19 Scholars and four supervisors. Out of them 7 are fulltime scholars. Research Boot Camps, workshops etc were organised on regular basis for the benefit of the doctoral students and academicians within and outside the campus. XCR is one of the milestones of XIBA, where learning is effective and delivered in a congenial environment.

About the Program

This Two-days workshop looks at partial least squares structural equation modelling (PLS-SEM) which has received considerable attention in a variety of disciplines.



Key Takeaways

In this workshop, we offer you a comprehensive introduction of partial least squares structural equation modeling (PLS-SEM) and several advanced topics using Smart PLS 4. To facilitate learning, we illustrate all PLS-SEM analyses using an empirical example on corporate reputation. Every session comes with additional material that offer more details on each topic. At the end of each sessions, you can earn your personalized certificate of completion.

Who Can Participate?

Faculty of any arts and science departments, Research scholars around the state.



Workshop on Smart PLS

Day 1

Introduction to the Software
Reflective Measurement Models
Formative Measurement Models
Collinearity & Path Coefficients
Predictive Model Evaluation

Day 2

Mediator Analysis
Moderator Analysis
Performance Map Analysis

Resource Persons



Dr. Manjula N, MBA, M.Phil, PhD

Associate professor,
Thiagarajar School Of Management, Madurai

Dr. Manjula has been an educator for over two decades in marketing courses. This vibrant and energetic personality is also a soft skills trainer, regularly conducting classes at TSM for the Department of Posts and the Headmasters of Rashtriya Madhyamik Shiksha Abhiyan. She is a regular speaker in various industrial forums like CII, Chamber of Commerce, Young Entrepreneur School, and MADITSSIA. She is a Marketing consultant and a trainer in the area of sales and distribution and she had been a visiting Professor at Kathmandu University school of Management, Nepal and handled course in Strategic Marketing.

A passionate researcher, she has worked in the field of Health and Social Vulnerability of Aged Population in India for her doctoral study. She has nearly 2 years of academic experience, and had prolific knowledge of various software systems like R, STATA, SPSS, Atlasti (qualitative data only), and ArcGIS. Prof Dona is a talented painter and her abstract art on canvas has earned her rave reviews from all quarters. As the associate editor of TSM Business Review, the mouthpiece of the institute, she provides valuable suggestions and improvements to every issue, and has helped improve the overall quality of the magazine.



Dr Dona Ghosh, MSc., PhD (IIT Kharagpur)

Assistant Professor,
Thiagarajar School Of Management, Madurai



Workshop on Smart PLS

Registration Fee

Research Scholars – Rs 500

Academicians – Rs 750

Our Patrons

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