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Introduction to Structural Equation Modelling (SEM) for Survey Research Using Smart PLS 3.0 :

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A Hands-On Approach
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Dr.

Jacky Cheah Jun Hwa is a senior lecturer at the International Business School in Universiti Teknologi Malaysia (UTM). He obtained his PhD and MBA from Faculty of Economics and Management, Universiti Putra Malaysia (UPM). He also trained Structural Equation Modeling (SEM) and having been trained by Prof. A. Parasuraman (University of Miami), Prof. Viswanath Venkatesh (University of Arkansas), Prof. Joseph Hair (Kennesaw State University), Prof. Jorg Henseler (University of Twente), Prof. Christian M. Ringle (University of Hamburg), Prof. Marko Sarstedt (Otto-von-Guericke-Universitat Magdeburg), Dr. Jan-Michael Becker (University of Cologne), Prof. Trevor Bond (James Cook University) and Prof. Ramayah Thurasamy (Universiti Sains Malaysia). He teaches and facilitates workshops on Research Methodology, SPSS, AMOS-SEM, Smart PLS-SEM and ADANCO-SEMat both undergraduate and postgraduate level of Faculty of Economics and Management in UPM, Putra Business School (PBS), Swinburne University of Technology, Tunku Abdul Rahman University College (TARUC) and Sarawak Research Association (SRS).



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