ADVANCED SEM WITH LISREL

December 16, 2019

Univ.-Prof. DDr. Adamantios Diamantopoulos

Workshop Objectives

The purpose of this intensive one-day workshop is to discuss selected advanced topics in structural equation modeling (SEM) using the LISREL program. It is designed for academic researchers who have already had a basic exposure to SEM and wish to develop their skills at a more advanced level. The workshop assumes that participants have a sound knowledge of data analysis and multivariate statistics and, ideally, some prior experience with the LISREL program.

Scope and Approach

The workshop seeks to familiarize participants with the various stages associated with conceptualizing, estimating, and evaluating complex SEM models, highlighting key decisions and potential problems at each stage. Its exact content is not fully fixed but will be partly tailored to the needs, prior experience, and interests of the participants. However, the following topics are most likely to be among those covered: *review of SEM model specification, identification and estimation issues; fit assessment and model modification strategies; cross-validation approaches; mediation and moderation; observed variable models; complex measurement models;* and *multi-sample models*. These topics will be illustrated by using the LISREL program to estimate the relevant models.

The workshop will take the form of interactive sessions and assumes a high degree of interest and motivation on the part of the participants.

Instructor

Univ-Prof. DDr. Adamantios Diamantopoulos holds the Chair of International Marketing at the University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr. Theo and Friedl Schoeller Research Center for Business & Society, Nuremburg, Germany. During the academic year 2012/13, he was the *"Joseph A. Schumpeter Fellow"* at Harvard University, USA.

His main research interests are in international marketing and research methodology, and he is the author of over 200 publications in these areas with more than 31,000 citations (Google Scholar, June 2019). His work has appeared, among others, in the *Journal of Marketing*

Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of International Marketing, Journal of Retailing, MIS Quarterly, Organizational Research Methods, Psychological Methods, Information Systems Research, and *Journal of Business Research.*

More information about each of the post conference workshops will be made available to registrants closer to the event day.