

## Advanced Quantitative Methods using SEM

**Dates:** 8-9 November 2018

**Times:** 09.00-15.30 (Day 1)  
09.00-16.15 (Day 2)

**Venue:** EC Stoner Cluster 7.67



Professionally conducted and executed research is a hallmark of a successful PhD and any research project. The current event aims at providing theoretical and practical knowledge in advance quantitative methods to help achieve rigour and validity in scholarly research. By looking at structural equation modelling in EQS software, including the building and running of measurement and structural models, as well as advance topics in SPSS, the main purpose of this event is to advance the skills of academic community of early career researchers in advance quantitative research.

This workshop is vitally important and useful for anyone using quantitative research methods. As a result of this event, there may also be opportunities for NARTI participants to be involved in future seminars of the Marketing Division at Leeds University Business School.

### **Professor Dionysis Skarmeas**

Professor of Marketing at Athens University of Economics and Business. Research interests include International Marketing, Relationship Marketing, Entrepreneurship & Innovation and CSR & Green Marketing.

Full bio: [https://www.aueb.gr/en/faculty\\_page/skarmeas-dionysis](https://www.aueb.gr/en/faculty_page/skarmeas-dionysis)

### **Professor Bulent Menguc**

Professor of Marketing and Dean of the Faculty of Management at Kadir Has University. Research interests include Sales Force Management and Internal Marketing, Strategy and Market-Focused Management.

Full bio: <http://www.khas.edu.tr/en/cv/2498>

Prof. Bulent Menguc and Prof. Dionysis Skarmeas have published widely in leading academic journals in marketing and other business and management disciplines, including *Journal of Marketing*, *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of Operational Management*, *Journal of Retailing* and many other journals. In their research publications, they have applied advanced quantitative methods and rigorous analytical approaches to analyse their data and test their conceptual models and hypotheses. In addition, both speakers have delivered seminars of the kind and have made presentations of their research in major international academic conferences and in many business schools worldwide.

## **Programme**

A 2-day workshop consisting of the presentations of the speakers, with knowledge application and exercises in relevant software (EQS and SPSS) with lunch breaks in the middle.

### **08/11/2018 Day 1 Session – Introductory SEM**

**9:00 – 9:30 – Arrival and Registration**

**9:30 - 11:30 – Lecture and Discussion**

Content: Specification issues, first-order factors, higher-order factors, single indicator constructs, measurement model, convergent validity, discriminant validity, structural model.

**11:30 – 12:30 – Lunch (EC Stoner Room 7.78)**

**12:30 – 13:45 – Exercise and Discussion**

Content: Building and running SEM models, reporting and presenting the results.

**13:45 – 14:00 – Comfort Break** (option for participants to use Staff Room nearby or cafeteria in the building)

**14:00 – 15:30 – Exercise and Discussion**

Content: Building and running SEM models, reporting and presenting the results.

### **09/11/2018 Day 2 Session – Advanced Topics in SPSS**

**9:00 – 9:30 – Arrival and Registration**

**9:30 - 11:30 – Lecture and Discussion**

Content: Moderation and mediation, formative vs. reflective indicator constructs.

**12:00 – 13:00 – Lunch (EC Stoner Room 7.70)**

**13:00 – 14:30 – Exercise and Discussion**

**14:30 – 14:45 – Comfort Break** (option for participants to use Staff Room nearby or cafeteria in the building)

**14:45 – 16:15 – Exercise and Discussion**

## **Directions to the University of Leeds**

[http://www.leeds.ac.uk/info/5000/about/131/find\\_us](http://www.leeds.ac.uk/info/5000/about/131/find_us)

The EC Stoner Building is number 73 on the downloadable campus map.

## **To register your interest:**

<https://narti.org.uk/events/article/advanced-quantitative-methods-using-sem/>

Register using the orange button on the above link and ensure that you complete all fields accurately and include details of why you wish to be considered for a place in the 'additional details' box on the online form. Please note that we have limited places available for NARTI courses and we do use this additional information for selection purposes.

If at any time you need to withdraw your registration or cancel your place please inform us immediately so that we can offer the place to someone else.

NARTI and the host institution will cover the full cost of the event and participants are asked to cover the cost of any travel and accommodation as required.

**For further details about this or any other NARTI event, please contact Jo Garrick at [narti@lubs.leeds.ac.uk](mailto:narti@lubs.leeds.ac.uk)**