

DAY	TIME	PROGRAMME
Day 1:	8.30 am - 8.45 am	Registration
	8.45 am - 10.30 am	Session 1. Introduction to SEM with Latent Constructs ■ Why Use PLS Path Modeling? ■ PLS vs. LISREL or Covariance-Based SEM (CBSEM) ■ Practical Aspects of PLS
	10.30 am - 10.45 am	Morning / Tea Break
	10.45 am - 1.00 pm	Session 2: 'Hands On' Session with SmartPLS ■ Step-by-step Guidance Using SmartPLS ■ Exercises with SEM data
	1.00 pm - 2.30 pm	Lunch/Break
	2.30 pm - 5.00 pm	Session 3: Evaluation of the Structural & Measurement Models ■ Reliability & Validity of Measurement & Structural Models ■ Bootstrapping ■ Mediating and Moderating Effects ■ Reporting SEM Data Analysis Using PLS

PRESENTER'S BIODATA

Prof. Dr. Mokhtar Abdullah

- Currently, Assistant Vice Chancellor and Professor of Statistics in the Faculty of Defence Studies and Management, Universiti Pertahanan Nasional Malaysia (UPNM)
- His research focuses on Structural Equation Modeling, Robust Statistics, Total Quality Management, Performance Measurement (KPI & Balanced Scorecard), Customer Satisfaction Measurement, and Values-based Total Performance Excellence Model
- Formerly Professor of Statistics in the Faculty of Mathematical Sciences, Universiti Kebangsaan Malaysia (UKM) and Chief Executive Officer of AD-MACS Corporate Consultants (M) Sdn Bhd
- He has provided consulting services on performance measurement for Government agencies and business organizations
- Adjunct professorships at UKM and Universiti Utara Malaysia (UUM)
- Past president of the Institute of Statistics Malaysia (ISM)
- Serves as a member of the editorial board of *Journal of Quality Measurement and Analysis (JQMA)*, *e-Journal of Statistical Analysis*
- He has published numerous articles in leading journals including *International Journal of Total Quality Management and Business Excellence* and *International Journal of Environmetrics*, *International Journal of Business and Social Science*, *American Journal of Economics and Business Administration* and *Singapore Management Review*.
- He has written a number of books on statistics and recently a book of readings on the *Value-based Total Performance Excellence Model: A Baseline Assessment Guideline for Organisations*