

Organized by:
Centre for Business and Management
Faculty of Business and Finance

Instrumentation in survey research: An introduction to behavioural science and design science survey instrument

This workshop aims at providing an overview of both latent variables (behavioural science) and emergent variables (design science) to address concerns about model misspecification in SEM analysis. A good understanding of the nature of observed variables (indicators/items) on hand will help researchers to correctly specify their constructs (latent vs emergent) in subsequent SEM analyses.



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Date & Time

- 5 September 2024: 9.00am - 5.00pm
- 6 September 2024: 9.00am - 12.00pm

Venue: IDK8, UTAR Kampar

Registration:

