



Centre for  
Economic  
Studies

**UTAR**  
UNIVERSITI TUNKU ABDUL RAHMAN

ONLINE WEBINAR

# UNDERSTANDING THE FUNDAMENTAL OF PLS-SEM

Topics:

- ✓ Research and Its Process
- ✓ History of Structural Equation Modeling
- ✓ SEM and Multiple Regression Analysis
- ✓ CB-SEM vs. VB-SEM
- ✓ Partial Least Square SEM

**Speaker: Dr. Low Mei Peng**

For inquiries:

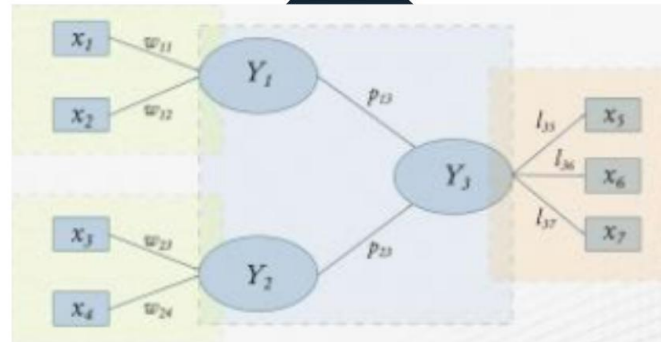
Dr Chen Fanyu (chenf@utar.edu.my)

Dr Har Wai Mun (harwm@utar.edu.my)

CDP Point: 3 hours

USSDC point Claimable for UTAR

Postgraduate Students



**21 OCTOBER 2024**  
9.00 AM - 12.00 PM  
MS TEAM

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