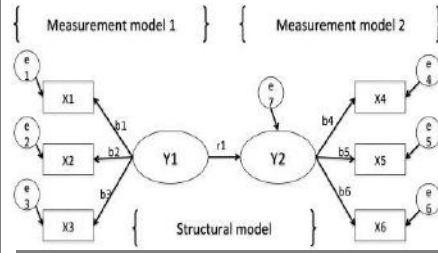
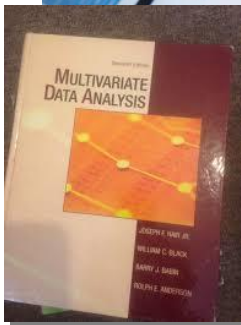




Training on Quantitative Data Analysis Using Smart-PLS 10th - 13th December 2018



The Centre of Logistics of the University of Dar-es-salaam Business School (UDBS) in collaboration with the Kuehne Foundation of Switzerland through the Global Logistics Education Program is expected to conduct a four-day training in data analysis from **December 10th to December 13th 2018** at the **University of Dar es-Salaam Business School**.



Trainers:

Prof. Dr. Joseph Hair from the University of South Alabama, Mitchell College of Business, United States. Hair has authored over 50 books, including a *Primer on Partial Least Squares Structural Equation Modeling and Multivariate Data Analysis*, which have been cited more than 110,000 times and are in the top five all time social sciences research methods textbooks. He has also published numerous articles in scholarly journals such as the *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Long Range Planning*, *Industrial Marketing Management*, *Journal of Retailing*, and others. His journal articles have been cited more than 200,000 times in academic literature.

Christian M. Ringle is a professor of Management and the Director of the Institute for Human Resource Management and Organizations at Hamburg University of Technology (TUHH), and visiting Professor at the Faculty of Business and Law at the University of Newcastle (Australia). Christian has also been an adjunct professor at several Universities including [Waikato Management](#)

[School](#), Georgia State University, Osaka City University, University of Technology Sydney and the University of Newcastle in Australia. He has published numerous articles in top ranking journals including *Annals of Tourism Research*, *International Journal of Research in Marketing*, *Information Systems Research*, *Journal of Business Research*, *Journal of Leisure Research*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning* and *MIS Quarterly*. Moreover, Prof. Christian is a cofounder of [SmartPLS](#) software program and co-author of *A Primer on Partial Least Squares Structural Equation Modeling* book.

Target Audience:

The training has been designed for academics, PhD students and practitioners from research institutions and organisations who are interested in learning how to design their research towards more rigorous and publishable outputs that potentially survive the test of time and are more frequently read and cited. A basic knowledge of univariate and multivariate statistics and structural equation modelling techniques is useful, but not necessary.

Topics to be covered:

Date	Time	Content
Day 1	9:30 - 11:00	Foundations of structural equation modelling
	11:30 - 13:00	Model estimation and assessing measurement models
	14:00 - 15:30	SmartPLS 3 exercises
Day 2	9:30 - 11:00	Assessing reflective measurement models
	11:30 - 13:00	SmartPLS 3 exercises
	14:00 - 15:30	Assessing formative measurement models, SmartPLS 3 exercises
Day 3	9:30 - 11:00	Assessing structural model results, SmartPLS 3 exercises
	11:30 - 13:00	Bootstrapping, SmartPLS 3 exercises
	14:00 - 15:30	Blindfolding, SmartPLS 3 exercises
Day 4	9:30 - 11:00	Higher-order models, SmartPLS 3 exercises
	11:30 - 13:00	Multigroup analysis
	14:00 - 15:30	SmartPLS 3 exercises, wrap-up

Participation fee:

The costs for running this training have been paid by the Kuehne Foundation. The participants will only be required to pay administrative fee of 200,000 TZS. The participants will be offered breakfast, Lunch and participation certificates at the end of the seminar.

The administrative fee must be paid in full 7 days prior to course start dates through the bank account of the University of Dar es salaam Business school at any **NBC branch** in Tanzania:

Account Name: FCM Postgraduate account

Account Number: 040103001515

Reference: Indicate the name of the participant and the name of the training on the bank pay-in slip.

Application deadline: 5th December 2018

For further information, contact:

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