KEIO & JACS Global Marketing Seminar

PLS Path Modeling and its Application in Consumer Research

Tuesday, 15 October 2013
Venue: Mita Campus #528, Keio University, Tokyo

Hosts
Japan Association for Consumer Studies (JACS)
Keio University, Tokyo

Organizers
Professor Ikuo Takahashi, Keio University
Professor Akinori Ono, Keio University

In collaboration with
Institute for Human Resource Management and Organizations,
Hamburg University of Technology
(Chair: Professor Christian Ringle)

Time Table

2:45–2:50 p.m.
Introduction

2:50-3:50 p.m.
Mr. Kai Oliver Thiele (External Ph.D. Student, Hamburg University of Technology)
“Partial Least Squares Structural Equation Modeling (PLS-SEM)”

3:50-4:00 p.m.
Tea Break

4:00-5:00 p.m.
Dr. Florian Kohlbacher (Head of Business & Economics Section, German Institute for Japanese Studies, Tokyo)
“Application of PLS-SEM: An Example based on Empirical Data about the Adoption of Innovations among Older Japanese”