

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”**