## Dr Bruno Schivinski

ļ

Department of Marketing Nottingham Business School bruno.schivighSchness

## PRINCIPLES AND APPLICATION OF STRUCTURAL EQUATION MODELING

## INTRODUCTION

The Principles of Structural Equation Modeling workshop will act as a foundation for those willing to undertake multivariate data analysis. The workshop provides a thorough introduction to key techniques surrounding structural equation modeling (SEM).

## THE LEARNING OUTCOMES FOR THIS WORKSHOP

Learning outcomes describe what researchers should know and be able to do by the end of the workshop.

Knowledge and understanding

ļ

After attending this workshop researchers should be able to:

- demonstrate an understanding of the advantages of structural equation modeling to test conceptual structures,
- understand how to calculate and interpret model results,
- demonstrate an understanding of the different types of conceptual models analysis,
- demonstrate an appreciation of the fundamental techniques and concepts within the structural equation modeling including confirmatory factor analysis, latent variable path analysis, and mediation and moderation analyses.

Skills, qualities, and attributes After attending this workshop