

# INTERNATIONAL SYMPOSIUM ON APPLIED STRUCTURAL EQUATION MODELING

**SASEM, 10-14 October 2017**

**Hilton Kuching, Sarawak, Malaysia**

Organized by Sarawak Research Society

## Programs

10-11 October 2017

### Workshop by Prof. Marko Sarstedt

The Current Development of SEM and Data

Analysis using SmartPLS 3.0

0830-0900 Registration

0900-1030 S.1 Recap on PLS-SEM: An Introduction

1100-1230 S.2 Prediction in PLS-SEM

1330-1500 S.3 Mediation Analysis

1530-1700 S.4 Moderation Analysis

0900-1030 S.5 Measurement Invariance via MICOM

1100-1230 S.6 Multi-group Analysis

1330-1500 S.7 Unobserved Heterogeneity (FIMIX-PLS, PLS-POS, PLS-IRRS)

1530-1700 S.8 Recent Advancement in PLS

12-13 October 2017

### Symposium on Applied Structural Equation Modeling

0800-0900 Arrival of Delegates and Registration

0900-0930 Opening Speech by Symposium Chair

0930-1030 Keynote Speech by Prof Marko Sarstedt

1100-1230 Concurrent Presentation Session

1400-1500 Demonstration of MPLUS

1530-1630 Demonstration of ADANCO

1900-2100 Gala Dinner and Award-giving Ceremony

0900-0930 Photo Session

0930-1030 Keynote Speech by Prof Peter Seddon

1100-1230 Concurrent Presentation Session

1400-1500 Technical Session (TBA)

1530-1700 Presentation Session and Closing

14 October 2017

### Seminar by Prof. T. Ramayah & Prof. Marko Sarstedt

Publishing in High Impact Indexed Journal

0830-0900 Registration

0900-1030 S.1 Why Publish in Indexed Journal

1100-1230 S.2 What, Where and How to Publish

1330-1500 S.3 Strategies to Publish in Indexed Journal

1530-1700 S.4 Improving Publishing Quality



## Call for Papers

We are calling for papers from various disciplines which apply SEM (either PLS or Covariance SEM) to be submitted to and/or presented at SASEM2017. All papers will be peer-reviewed and the abstracts published as proceedings. Selected papers will be considered for publication in ISI/Scopus indexed or refereed journals. Distinguished (selected by Keynote Guests) and Best Papers will be announced.

## Submission by Deadlines

Submission of abstract: September 1

\*Acceptance of abstract provides presentation slot.

Submission of extended abstract/full paper: August 18

Submission of camera ready paper: September 1

## Registration

Registration of the workshop, symposium and/or seminar is to be done on the website of Sarawak Research Society (SRS) at [www.sarawakresearchsociety.org](http://www.sarawakresearchsociety.org). The details of packages and rates are provided on the website. Each delegate needs to indicate his/her selection and make payment accordingly to confirm the registration. It is imperative that registration instruction be read carefully before submitting the completed registration form.

Symposium with presentation: RM1,300 (USD400)

Symposium without presentation: RM800 (USD250)

Workshop: RM1,800 (USD550)

Seminar: RM450 (USD150)

Additional paper: RM500 (USD150)

Closing registration: September 15, 2017

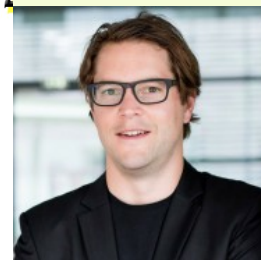
## Further Explanation

1. Morning brunch, lunch and afternoon tea are provided. Symposium includes Gala Dinner on 13 Oct.
2. Accommodation and transportation are to be self-arranged. Delegates who intend to stay at Hilton Kuching can use "SASEM2017" to get special rates. Government rates are applicable. There are other hotels nearby Hilton Kuching.

Please visit [www.sarawakresearchsociety.org](http://www.sarawakresearchsociety.org) for more information about SASEM2017. For any queries, please email us at [sarawakresearchsociety@gmail.com](mailto:sarawakresearchsociety@gmail.com) or leave your message on [Sasem2017](#) Facebook page.



## Keynote Speakers and Instructors

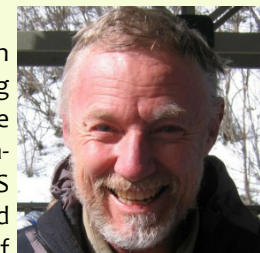


### Prof. Marko Sarstedt

Marko is a Chaired Professor of Marketing at the Otto-von-Guericke-University Magdeburg (Germany) and Adjunct Professor at the University of Newcastle (Australia). His professional information is available at [http://www.marketing.ovgu.de/en/prof\\_sarstedt.html](http://www.marketing.ovgu.de/en/prof_sarstedt.html). He will conduct a pre-symposium workshop and deliver a keynote speech during the symposium.

### Prof. Peter Seddon

Peter is an Honorary Professor in the Department of Computing and Information Systems at the University of Melbourne, Australia. He was a Senior Editor for MIS Quarterly during 2005-2008, and remains as an active member of the global Information Systems research community. His professional information is available at <https://findanexpert.unimelb.edu.au/display/person12816>. He will deliver a keynote speech during the symposium.



### Prof. T. Ramayah

Ramayah is currently a Professor of Technology Management at the School of Management, Universiti Sains Malaysia, Visiting Professor King Saud University, Kingdom of Saudi Arabia and Universiti Teknologi Malaysia, Adjunct Professor at Sunway University, Multimedia University and Universiti Tenaga Nasional, Malaysia. His professional information is available at [www.ramayah.com](http://www.ramayah.com). He will conduct the post-symposium seminar.

## Organizing Committee

Symposium Chair: Prof. T. Ramayah

Vice Chair: Dr. Hiram Ting Secretary: Dr. Jacky Cheah

Editorial: Dr. Francis Chuah Technical: Dr. Mumtaz Memon

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