

PhD Research Workshop

Topics: “Structural Equation Modeling (SEM) and How to apply for contemporary academic researches”



By Prof. Dr. Joseph F. Hair
Mitchell College of Business
University of South Alabama,
U.S.A.

Date: Tuesday 23 January, 2018

Time: 01:00 – 04:00 pm.

Venue: Room 423, TBS building,
TU. Tha Prachan Campus

RESEARCH PUBLICATIONS

Book

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage, 2nd edition, 2017.

Essentials of Business Research Methods, Taylor & Francis, 3rd edition, 2016.

Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM), Sage, 2018.

Marketing, Cengage, 12th edition, 2013.

MKTG, Cengage, 13th edition, 2018.

Essentials of Marketing, Cengage, 7th edition 2012.

Journal Articles:

“Secondary Agency Conflicts: A Synthesis and Proposed Measurement Model”, (2018), *Journal of Long Range Planning*, accepted, forthcoming, with Christine Sutton, Raj Velarath, Torsten Pieper, and Marcus Calor.

“PLS-SEM: The Holy Grail for Advanced Analysis,” (2018), *Journal of Marketing Management*, accepted, forthcoming, with Lucy Matthews and Ryan Matthews.

“PLS-SEM or CB-SEM: Updated Guidelines on Which Method To Use,” (2018), *International Journal of Multivariate Data Analysis*, Vol. 1 (2), pp 107-123, with Lucy Matthews, Ryan Matthews, and Marko Sarstedt.

“All Autonomy is Not Created Equal: The Countervailing Effects of Salesperson Autonomy on Burnout,” (2017), *Journal of Personal Selling and Sales Management*, DOI.org/10.1080/08853134.2017.1398658, with Lucy Matthews, Alex Zablah, and Lisa Beeler.

Reservation: at Ph.D. office, Tel. 02-613-2261, 02-623-5651-2 or email: phd@tbs.tu.ac.th