

## Department of Marketing

### Research Seminar

#### *Covariance and Variance Based Structural Equation Modeling (SEM): Advantages and Limitations of Each Method*

**By Dr. Joseph F. Hair**

Director, DBA Program

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#### **Abstract**

Joe Hair, author of *Multivariate Data Analysis*, Cengage, 8<sup>th</sup> edition, 2019 (cited 100,000+ times), and *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Sage 2017, will discuss Covariance-based SEM and Partial Least Squares Structural Equation Modeling (PLS-SEM), and the situations where the application of each method is most appropriate. He will also issue two-month licenses for the SmartPLS software and provide a brief explanation on how to use it.

#### **Biography**

**Dr. Joseph F. Hair** is Director of the DBA Program in the Mitchell College of Business, and holds the Cleverdon Chair of Business at the University of South Alabama, USA. He previously held the Copeland Endowed Chair of Entrepreneurship and was Director, Entrepreneurship Institute, Ourso College of Business Administration, Louisiana State University. He was a United States Steel Foundation Fellow at the University of Florida, Gainesville, where he earned his Ph.D. in Marketing in 1971. He has authored over 50 books, including *Marketing*, South-Western Publishing Company, 12<sup>th</sup> edition 2012 (South African, Portuguese, Malaysian, Chinese, European, Australian & Spanish-language editions also available); *Marketing Essentials*, South-Western Publishing Company, 7<sup>th</sup> edition 2011; *MKTG*, South-Western Publishing Company, 12<sup>th</sup> edition 2018; *Multivariate Data Analysis*, Prentice-Hall, 7<sup>th</sup> edition, 2010, new edition forthcoming 2018 (cited 140,000+ times); *Essentials of Business Research Methods*, 3<sup>rd</sup> Routledge, 2016; *Research Methods for Business*, Wiley, UK, 2007; *Marketing Research*, McGraw-Hill/Irwin, 4<sup>th</sup> edition 2009; *Essentials of Marketing Research*, McGraw-Hill/Irwin, 4<sup>th</sup> edition 2017; *A Primer on Partial Least Squares Structural Equations Modeling*, Sage, 2017, 2<sup>nd</sup> edition; *Advanced Issues in Partial Least Squares Structural Equation Modeling*, Sage, 2018, and *Sales Management: Building Partnerships*; Houghton-Mifflin, 2009. He also has published numerous articles in scholarly journals such as the *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Journal of Business/Chicago*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Long Range Planning*, *European Management Journal*, *Journal of Marketing Theory and Practice*, *European Business Review*, *International Marketing Review*, *Journal of Personal Selling and Sales Management*, *Industrial Marketing Management*, *Journal of Experimental Education*, *Business Horizons*, *Journal of Retailing*, *Journal of Family Business Strategy*, *Marketing Education Review*, *Journal of Marketing Education*, *Multivariate Behavioral Research*, and others. His publications have been cited more than 150,000 times (Google Scholar citations).

He was recognized as the 2011 Academy of Marketing Science Marketing Educator of the year, the 2009 Academy of Marketing Science/Harold Berkman Lifetime Service Award recipient, the KSU Coles College Foundation Distinguished Professor in 2009, the Aronoff Distinguished Professor in 2008, and the Innovative Marketer of the Year in 2007 by the Marketing Management Association.

**Date** : 15 January, 2018 (Monday)  
**Time** : 10:45 a.m. – 11:45 a.m.  
**Venue** : Room 6-207, 6/F, Lau Ming Wai Academic Building, CityU  
**Inquiry** : 3442-9979

***All Are Welcome!!***