



4th LJUBLJANA DOCTORAL SUMMER SCHOOL
3 - 21 July 2017

University of Ljubljana

**FACULTY OF
ECONOMICS**

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3 - 7 July 2017, from 9.00 to 15.00

Course title:

**ADVANCED STRUCTURAL EQUATION MODELLING &
MEASUREMENT THEORY**

ECTS credits: 6

Lecturer: Professor Adamantios Diamantopoulos, University of Vienna, Austria and
Visiting Professor, University of Ljubljana, Faculty of Economics, Slovenia

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AIMS OF THE COURSE:

The purpose of this intensive seminar is to discuss selected advanced topics in structural equation modeling (SEM) using the LISREL program. The seminar also addresses measurement theory and scaling issues and discusses alternative approaches for developing and evaluating multi-item measures. The seminar is designed for doctoral students and academic researchers who have already had a basic course in SEM and wish to develop their skills at a more advanced level. It is assumed that participants have a sound knowledge of data analysis and multivariate statistics and, ideally, some prior experience with the LISREL program.

COURSE SYLLABUS:

The seminar seeks to familiarize participants with the various stages associated with conceptualizing, operationalizing, estimating, and evaluating complex SEM models, highlighting key decisions and potential problems at each stage. The content of the seminar is not fully fixed but will be partly tailored according to the needs, prior experience, and interests of the participants. The following topics are most likely to be among those covered:

Review of SEM model specification, identification and estimation issues; fit assessment and model modification strategies; cross-validation approaches; mediation and moderation; observed variable models; reflective and formative measurement models; higher-order models; single-item measurement; parceling strategies; and multi-sample models.

The above topics will be illustrated by using the LISREL program to estimate the relevant models. The seminar will take the form of interactive workshop sessions, placing particular emphasis on student participation. It assumes a high degree of interest and motivation on the part of the participants and a willingness to actively contribute to the learning process.



LIST OF READINGS:

Seminar participants are assumed to be familiar with at least one introductory-level SEM text such as:

- Byrne, B. M. (1998): Structural Equation Modeling with LISREL, PRELIS, and SIMPLIS: Basic Concepts, Applications, and Programming.
- Diamantopoulos, A. & Sigauw, J. A. (2000): Introducing LISREL. Sage.
- Kline, R. B. (2014): Principles and Practice of Structural Equation Modeling, 4th ed. Guilford Press.
- Raykov, T. & Marcoulides, G. A. (2006): A First Course in Structural Equation Modeling, 2nd ed. Taylor & Francis.
- Schumacker, R. & Lomax, R. G. (2015): A Beginner's Guide to Structural Equation Modeling, 4th ed. Routledge.
- A comprehensive list of both methodological articles on SEM and application studies will be provided to the participants at the end of the seminar.

Useful Websites

- David Kenny's homepage (<http://davidkenny.net/cm/causalm.htm>) is a gateway to tutorials on a variety of SEM topics.
- Jason Newsom's homepage (www.upa.pdx.edu/IOA/newsom) has a comprehensive collection of books and articles on practically every aspect of SEM.
- Ed Rigdon's homepage (www.gsu.edu/~mkteer/index.html) is a treasure grove of online resources on SEM.

TEACHING METHODS:

The seminar will take the form of interactive workshop sessions, placing particular emphasis on student participation. It assumes a high degree of interest and motivation on the part of the participants and a willingness to actively contribute to the learning process.

Participants are expected to download the (free) student version of the LISREL program from www.ssicentral.com and also read widely on the subject.

Lecturer's Biographical Note:

Univ-Prof. DDr. Adamantios Diamantopoulos holds the Chair of International Marketing at the University of Vienna, Austria. He is also Visiting Professor at the University of Ljubljana, Slovenia and Senior Fellow at the Dr. Theo and Friedl Schoeller Research Center for Business & Society, Nuremburg, Germany. During the academic year 2012/13, he was the "Joseph A. Schumpeter Fellow" at Harvard University. His main research interests are in international marketing and research methodology, and he is the author of some 200 publications in these areas. His work has appeared, among others, in the Journal of Marketing Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of International Marketing, Journal of Retailing, MIS Quarterly, Organizational Research Methods, Psychological Methods, Information Systems Research, and Journal of Business Research. He has been the recipient of several Best Paper Awards, including the 2013 Hans B. Thorelli Award for the article published in Journal of

International Marketing that has made the most significant and long-term contribution to international marketing theory or practice. He sits on the Editorial Review Boards of a dozen academic journals, and acts as a referee for several professional associations and funding bodies. In 2000, he was elected Fellow of the British Academy of Management and in 2013 Fellow of the European Marketing Academy. In the research performance rankings by the Handelsblatt newspaper (2009, 2012, 2014), he has been consistently ranked #4 in terms of "Lifetime Achievement" among all business administration academics in Germany, Austria and Switzerland.

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