

**42nd EIBA Annual Conference | Vienna | Austria**

**ADVANCED SEM WITH LISREL**

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### **Workshop Objectives**

The purpose of this intensive one-day workshop is to discuss selected advanced topics in structural equation modeling (SEM) using the LISREL program. It is designed for academic researchers who have already had a basic exposure to SEM and wish to develop their skills at a more advanced level. The workshop assumes that participants have a sound knowledge of data analysis and multivariate statistics and, ideally, some prior experience with the LISREL program.

### **Scope and Approach**

The workshop seeks to familiarize participants with the various stages associated with conceptualizing, estimating, and evaluating complex SEM models, highlighting key decisions and potential problems at each stage. Its exact content is not fully fixed but will be partly tailored to the needs, prior experience, and interests of the participants. However, 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; complex measurement models; and multi-sample models*. These topics will be illustrated by using the LISREL program to estimate the relevant models.

The workshop will take the form of interactive workshop sessions and assumes a high degree of interest and motivation on the part of the participants.

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

### **Readings**

Workshop 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. & Siguaw, J. A. (2000): **Introducing LISREL**.

Kline, R. B. (2014): **Principles and Practice of Structural Equation Modeling**, 4<sup>th</sup> ed.

Raykov, T. & Marcoulides, G. A. (2006): **A First Course in Structural Equation Modeling**, 2<sup>nd</sup> ed.

Schumacker, R. & Lomax, R. G. (2015): **A Beginner's Guide to Structural Equation Modeling**, 4<sup>th</sup> ed.

A comprehensive list of both methodological articles on SEM and application studies will be provided to the participants at the start of the workshop.

## Relevant 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](http://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](http://www.gsu.edu/~mkteer/index.html)) is a treasure grove of online resources on SEM.

## Instructor

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, Nuremberg, 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.