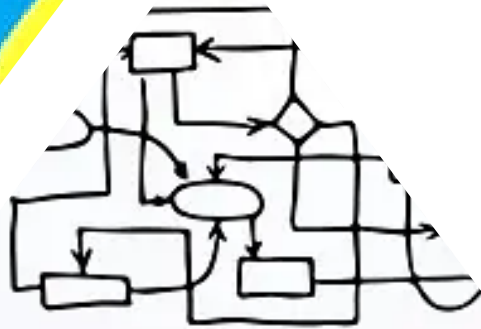


# The why, the what, and the how of Structural Equation Modelling (SEM): Application in business research projects





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# OVERVIEW

The workshop is designed to equip students with a comprehensive understanding of SEM as a powerful tool for conducting business research. This seminar provides an intuitive introduction to SEM, utilizing practical examples to illustrate its applicability across a broad spectrum of research problems. The module begins by familiarising participants with SEM's fundamental concepts and principles. Through the presentation of straightforward models, students appreciate the diverse range of research issues that can be effectively analyzed using SEM.

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## OVERVIEW (cont'd)

Emphasis is placed on developing a solid foundation in understanding the underlying principles of SEM rather than delving into complex mathematical and statistical calculations. The practical application of SEM is explored using the statistical software package AMOS. Through guided exercises, participants learn how to implement SEM techniques and interpret the results obtained from their analyses.

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# LECTURERS

Prof. Thomas Henschel  
*HTW Berlin, Business School  
Germany*

Prof. Cristina Florio  
*University of Verona, Department of  
Management*



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# DATE AND PLACE

March 12 and 14, 2024, 9:30-13:00

Room 2.13 of the Department of  
Management (2nd Floor)  
«Santa Marta» Building - Verona



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# REGISTRATION

No later than March 4, 2024 by fulfilling the form available on Moodle –section «Structural Equation Modelling»:

<https://moodledidattica.univr.it/course/view.php?id=14955>

The same Moodle will inform the selected participants from March 6, 2024.