**Advanced PLS Workshop**

This is an **extension** to the basic PLS workshop. Working on the basic PLS workshop this workshop will **recap** some of the key lessons learnt in the basic PLS workshop before moving on to the analysis of **more advanced models in moderation and mediation**. This workshop will also expose participants to some of the more useful analysis of **importance performance matrix analysis (IPMA)** which can be used to identify priority areas to focus the implications before exposing participants to the **segmentation analysis** to identify “**unobserved heterogeneity**”.

* Testing models with reflective, formative and single indicators in the same model
* Redundancy analysis for formative measurement models
* Second order models with Type I and Type II second order measurements
* Nominal Moderator Analysis
* Continuous Moderator Analysis
* Multi-group Moderator Analysis
* 2-stage moderator Analysis
* Multiple Mediator Analysis (Preacher & Hayes method, 2004; 2008)
* Importance Performance Matrix Analysis (IPMA)
* Introduction to FIMIX-PLS Analysis