



NOTA DINAS

Nomor : ND-2620/UN2.F1.D1.4/PPM.00.00/2024

Yth. : Para Peneliti FKUI
Dari : Manajer Riset dan Pengabdian Masyarakat
Perihal : Informasi International Conference on Partial Least Squares Structural Equation Modelling (PLS2024)

Berdasarkan surat dari Direktorat Direktur Riset dan Pengembangan Universitas Indonesia Nomor: ND-426/UN2.RST/PPM.00.00/2024, *International Conference on Partial Least Squares Structural Equation Modelling (PLS – SEM 2024)* adalah sebuah kegiatan konferensi yang diselenggarakan oleh Sunway University pada tanggal **3 – 7 September 2024** secara luring di Sunway University, Malaysia dengan tema “*Application and/or methodological advances of PLS – SEM; Contributions from all disciplines are welcome*”. Konferensi ini bertujuan untuk memaparkan kemajuan inovatif PLS – SEM dan diperuntukan untuk para akademisi, peneliti, praktisi dan mahasiswa yang tertarik untuk mengeksplorasi PLS – SEM.

PLS – SEM 2024 juga mengajak para akademisi untuk berpartisipasi mengirimkan abstrak yang berfokus pada aplikasi PLS – SEM dan kemajuan metodologis. Tata cara pendaftaran dan informasi lebih lanjut dapat diakses melalui tautan <https://sunwayuniversity.edu.my/PLS2024> atau email pls2024@sunway.edu.my.

Terlampir kami sampaikan brosur konferensi PLS – SEM.

Demikian informasi ini kami sampaikan. Atas perhatian dan kerjasama yang baik, kami ucapkan terima kasih.

Jakarta, 5 April 2024

Manajer Riset dan Pengabdian Masyarakat,



Dr. dr. Rahyussalim, Sp.OT(K)

NUP 0108050351



UNIVERSITAS INDONESIA

Veritas, Probitas, Justitia

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Email : humas@ui.ac.id / www.ui.ac.id

NOTA DINAS

Nomor : ND-426/UN2.RST/PPM.00.00/2024

Yth. : Manajer Riset Fakultas dan Sekolah
Dari : Plh. Direktur Riset dan Pengembangan
Perihal : Informasi *International Conference on Partial Least Squares Structural Equation Modelling (PLS2024)*

International Conference on Partial Least Squares Structural Equation Modelling (PLS – SEM 2024) adalah sebuah kegiatan konferensi yang diselenggarakan oleh Sunway Universiti pada tanggal 3 – 7 September 2024 secara luring di Sunway Universiti, Malaysia dengan tema “*Application and/or methodological advances of PLS – SEM; Contributions from all disciplines are welcome*”. Konferensi ini bertujuan untuk memaparkan kemajuan inovatif PLS – SEM dan diperuntukan untuk para akademisi, peneliti, praktisi dan mahasiswa yang tertarik untuk mengeksplorasi PLS – SEM.

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Terlampir kami sampaikan brosur konferensi PLS – SEM.

Demikian surat ini kami sampaikan. Mohon dapat diinformasikan ke para akademisi di lingkungan fakultas/sekolah masing – masing. Atas perhatian Bapak/Ibu, kami ucapkan terima kasih.

5 April 2024

Plh. Direktur Riset dan Pengembangan,



drg. Masita Mandasari. Ph.D. Sp.PM

NUP 100211610240706891

In affiliation with:



2024 International Conference on Partial Least Squares Structural Equation Modeling (PLS-SEM)

Organised by:
Sunway Business School

Event date:
3-7 September 2024

Venue:
Sunway University,
Bandar Sunway,
Selangor, Malaysia

PLS2024 Highlights



Prof. Dr. Christian M. Ringle
Hamburg University of Technology,
Hamburg, Germany



Prof. Dr. Marko Sarstedt
Ludwig Maximilian University
Munich, Germany



Prof. Dr. Weng Marc Lim
Dean,
Sunway Business School,
Sunway University



Prof. Ramayah Thurasamy
Strategic Advisor,
School of Management,
Universiti Sains Malaysia

Welcome to PLS2024 in Sunway University, Malaysia

Join PLS2024 – a conference meeting of researchers and practitioners who apply and advance partial least squares structural equation modeling (PLS-SEM) across all fields of scientific inquiry.

Subject and disciplines:

Applications and/or methodological advances of PLS-SEM; contributions from all disciplines are welcome.

Submission of abstracts/papers:

Please submit your extended abstract before **31st May 2024**.

Potential publication:

Extended abstracts presented at PLS 2024 conference will be featured in our conference proceedings, with e-ISBN. You are also eligible to submit to relevant journals:

- Activities, Adaptation & Aging (**Scopus Q1**)
- Asian Academy of Management Journal (**Scopus Q3**)
- Asian Journal of Business Research (**Scopus Q2**)
- Journal of Applied Structural Equation Modeling (**Scopus Q2**)
- Journal of Organizational and End User Computing (**Scopus Q2**)
- Global Business and Organizational Excellence (**Scopus Q2**)
- Malaysian Journal of Learning And Instruction (**Scopus Q1**)
- Young Consumers (**Scopus Q1**)

Social program highlights:

Whole-day cultural immersion.

For more information, abstract submission and registration:

<https://sunwayuniversity.edu.my/pls2024>

Registration:

The deadline for registration and payment is on **15th July 2024**.

PLS2024 aims to unite researchers and practitioners engaged in empirical applications and methodological advancements of the PLS-SEM method. This inclusive conference welcomes participants ranging from novices to world-leading experts, fostering a spirit of sharing and collaboration. The event is dedicated to further developing the method comprehensively, with the anticipation that the outcomes will significantly influence PLS-SEM research in the years ahead. PLS2024 seeks submissions in two main categories:

- 1. Applications of PLS-SEM:** Highlighting best-practice PLS-SEM applications across various fields, including the social sciences, computer science, engineering, and medicine.
- 2. Methodological Advances:** Providing a platform for the exchange of new concepts and advancements in the field, with emerging topics such as factor-based vs. composite-based model estimation, goodness-of-fit measures, predictive model assessment, longitudinal data analysis, robust segmentation methods, and the application of PLS-SEM for predictive vs. explanatory research.

For inquiries, email the conference organizer at pls2024@sunway.edu.my.

We look forward to welcoming you to
Sunway University, Malaysia

**PLS
2024**

2024 INTERNATIONAL CONFERENCE ON PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODELING (PLS-SEM)

3-7 September 2024 | Sunway University, Malaysia



Prof. Dr. Marko Sarstedt
Ludwig Maximilian University
Munich, Germany



Prof. Dr. Christian M. Ringle
Hamburg University of Technology,
Hamburg, Germany



Prof. Dr. Weng Marc Lim
Sunway University,
Malaysia



Prof. Ramayah Thurasamy
Universiti Sains Malaysia,
Penang, Malaysia

GENERAL THEME

Applications and/or methodological advances of PLS-SEM;
Contributions from all disciplines are welcome.

REGISTRATION FEE

Category	Local participants	International participants
Pre-conference workshop only	RM 399	USD 99 / RM480*
Early bird presenter	RM 1,199	USD 299 / RM1440*
Early bird non-presenter	RM 399	USD 99 / RM480*
Group booking presenter (5 pax)	RM 1,199	USD 299 / RM1440*
Normal presenter	RM 1,599	USD 399 / RM1920*
Normal non-presenter	RM 799	USD 199 / RM960*
Post-conference workshop only	RM 799	USD 199 / RM960*
Gala dinner only	RM 279	USD 69 / RM331*
Cultural tour only	RM 200	USD 50 / RM240*

* USD transactions fixed at 1USD = RM4.80.

** All payments are non-refundable.

SUB-THEMES

- Applications of PLS-SEM
- Methodological Advances

POTENTIAL PUBLICATION

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- Journal of Organizational and End User Computing (**Scopus Q2**)
- Global Business and Organizational Excellence (**Scopus Q2**)
- Malaysian Journal of Learning And Instruction (**Scopus Q1**)
- Young Consumers (**Scopus Q1**)

IMPORTANT DATES

31 Mar
2024

Early bird
Registration

31 May
2024

Submission
Deadline of
Extended Abstract

30 Jun
2024

End of early bird &
deadline for notification
of abstract acceptance

15 Jul
2024

Regular Registration
& Payment Deadline

3-7 Sep
2024

Conference
Date

For more information, please visit: sunwayuniversity.edu.my/pls2024

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