AMCIS WORKSHOP: Structural Equation Modeling: Relevant Application
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Structural equation modeling (SEM) has shown increased usage in information systems (IS) research. SEM is an advanced statistical methodology that ‘provides researchers with a comprehensive method for the quantification and testing of substantive theories’ (Raykov and Marcoulides, 2006, p.1). IS research, as a field, needs to continue to improve both the presentation of SEM research and the review of the submitted articles for publication. The objective of this workshop is to provide an opportunity to accomplish both of these goals. This workshop will provide a brief overview of covariance-based SEM modeling and usage, recent developments, hands-on usage of SEM software on participants’ laptops, and an opportunity to review both current IS research and the SEM review process. The hands-on portion of the workshop will focus on the EQS application, one of the most popular SEM applications in behavioral research. The workshop will be taught by Peter Bentler, the originator of EQS and a distinguished researcher in psychometric analysis. [Workshop registrants will obtain a limited use license of EQS with an opportunity to purchase a full license at the workshop for a discounted rate.]. The afternoon breakout sessions will focus on how SEM research is reviewed. This workshop is appropriate for novices to experienced SEM researchers. Workshop registrants are not required to submit a paper to the workshop; however, registration preference will be given to those submitting papers for review at the afternoon breakout session. Registration will be limited to 40.

ABOUT PETER BENTLER:

Dr. Bentler received the Award for Distinguished Scientific Applications of Psychology in 2007, sharing the award with Karl Jöreskog. The award citation for Dr. Bentler includes the following:

“For his development of models, statistical procedures, and a computer algorithm for structural equation modeling (SEM) that changed the way in which inferences are made from observational data; namely, SEM permits hypotheses derived from theory to be tested. Peter M. Bentler made SEM available to a broad audience in psychology by providing a model representational system that was conceptually closer to the language of psychological hypotheses. He also developed numerous multivariate statistics and procedures for SEM model testing, model comparison, and model development. His many developments for statistical inference made SEM applicable to the type of observational data that are typical in psychological research.”

Dr. Bentler is currently president of the Western Psychological Association. Previously, he was president of the Society of Multivariate Experimental Psychology (SMEP); the Psychometric Society; and the American Psychological Association’s Division 5, Evaluation, Measurement and Statistics. In 1996, he received Division 5’s Distinguished Scientific Contributions Award and, in 2005, SMEP’s Sells Award for Outstanding Career Contributions to Multivariate Experimental Psychology. In his esteemed career, Dr. Bentler has authored approximately 325 papers with over 34,800 citations.

Registration Fee: $75, includes lunch. Register via AMCIS registration website. Full day workshop.

WORKSHOP OUTLINE

- Introduction
- Importance of covariance SEM in IS research
- EQS introduction and SEM recent developments
- EQS application and usage exercises
- SEM reviewing guidelines
- Breakout session to provide feedback to participant’s models (participant’s can have a paper that uses SEM reviewed)
FEEDBACK REVIEW BREAKOUT SESSION SUBMISSION GUIDELINES

Submission of an article for review should be applicable to an IS audience or IS journal submission. The paper should utilize covariance-based SEM for its methodology. Preference for attending the workshop will be given to individuals submitting and reviewing papers. The breakout session will be used to assess the reviews provided for the paper submissions. Submit papers for consideration by email to either of the workshop co-chairs: rfreeze@emporia.edu or theresa.edgington@baylor.edu. At least one author must be registered for the workshop in order for the paper to be accepted.

SUBMISSION AND IMPORTANT DATES:

- AMCIS CONFERENCE AND WORKSHOP REGISTRATION OPENS MAY 1, 2010
- WORKSHOP PAPER SUBMISSION DEADLINE: June 17, 2010
- ACCEPTANCE NOTIFICATION: July 15, 2010
- PAPERS DISTRIBUTED FOR REVIEW: JULY 19, 2010
- REVIEW DEADLINE (SEND TO EITHER CO-CHAIR): AUGUST 6, 2010
- WORKSHOP DATE: August 12, 2010

REFERENCES