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| **Day 1   July 28, Monday**  **Venue：TBD** | |
| **Workshops** | |
| 08:30 AM – 09:00 AM | Registration & Welcome Coffee |
| 09:00 AM – 09:15 AM | Opening Remarks |
| 09:15 AM – 12:00 PM | Workshop Session  Facilitated by Prof. T. Ramayah |
| 12:00 PM – 01:00 PM | Networking Lunch |
| 14:00 PM – 17:30 PM | Workshop Session: Advanced Issues in Partial Least Squares Structural Equation Modelling (PLS-SEM) Using SmartPLS  Facilitated by Christian Ringle |
| 17:30 PM – 18:00 PM | Closing Remarks & Certificate Distribution |
| 18:00 PM – 19:00 PM | Evening Networking Reception |
| **Day 2   July 29, Thursday**  **Venue：TBD** | |
| **Main Conference Day 1** | |
| 07:30 AM – 08:30 AM | Registration & Continental Breakfast |
| 08:30 AM – 09:00 AM | Opening Ceremony |
| 09:00 AM – 10:30 AM | Keynote Session: Mixed or multiple methods? Advanced applications of Structural Equation Modeling  Keynote: Prof.  Wen Lung Shiau |
| 10:30 AM – 11:00 AM | Coffee Break |
| 11:00 AM – 12:30 PM | Parallel Sessions |
| 12:30 PM – 01:30 PM | Lunch Break |
| 01:30 PM – 03:00 PM | Panel Discussion: Panelists |
| 03:00 PM – 03:30 PM | Afternoon Tea Break |
| 03:30 PM – 05:00 PM | Workshops & Interactive Sessions |
| 05:00 PM – 05:30 PM | Closing Remarks for Day 1 |
| 07:00 PM – 09:00 PM | Welcome Dinner |
| **Day3   July 30, Wednesday**  **Venue：TBD** | |
| **Main Conference Day 2** | |
| 07:30 AM – 08:30 AM | Registration & Breakfast |
| 08:30 AM – 09:00 AM | Day 2 Opening Remarks |
| 09:00 AM – 10:30 AM | Workshop Session: The Art of Conducting Experimental Design in Behavioral Research  Instructor by Jun Hwa (Jacky) Cheah |
| 10:30 AM – 11:00 AM | Coffee Break |
| 11:00 AM – 12:30 PM | Parallel Sessions |
| 12:30 PM – 01:30 PM | Lunch Break |
| 01:30 PM – 03:00 PM | Interactive Panels & Roundtables |
| 03:00 PM – 03:30 PM | Afternoon Tea Break |
| 03:30 PM – 04:30 PM | Parallel Sessions |
| 04:30 PM – 05:00 PM | Closing Ceremony |
| **Day4   July 31 , Thursday** | |
| 09:00 AM – 12:00 PM | Conference Tour & Technical Visit |