



**The 6th International Symposium on Applied
Structural Equation
Modelling and Methodological Matters**

**2025 International Conference on
Partial Least Squares
Structural Equation Modeling**

Program Book

**July 28-31, 2025
Wynn Macau, Macao SAR**



Co-Organizers:

REBORN



Hosted by:



MACETS
澳門會展旅遊業協會



Contents

Welcome Message	2
Organizing Committee	3
Supporting Journals	5
Keynote Speakers	7
Program Overview	11
General Information	14
Floor Plan of the Venue	18

Welcome Message

Dear Esteemed Participants,

We are delighted to announce that the 6th International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) and 2025 International Conference on Partial Least Squares Structural Equation Modeling (PLS-SEM) will be jointly held at Wynn Macau, Macao SAR, China on 28-31 July 2025.

SASEM is an international conference to perpetuate the discourse and the use of SEM and research methods as well as a platform for learning and networking. This symposium will be chaired by Yide Liu and T. Ramayah. It is organised by Sarawak Research Society and mySEM with the support from Emerald Publishing and SmartPLS as well as in collaboration with Responsible Borneo (ReBorn).

PLS 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.

As an international city blending Eastern and Western cultures, Macau provides a uniquely charming backdrop for this conference. The city boasts not only UNESCO World Heritage sites rich in historical significance but also world-class convention facilities and leisure experiences.

Your participation will bring vital energy to SASEM-PLS 2025. Let us meet in Macau - a city where tradition and modernity shine together - to jointly compose a new chapter in the field of macrocyclic chemistry!

Sincerely,

Prof. Yide Liu and Prof. T. Ramayah
Chair of SASEM-PLS 2025

Organizing Committee

Organising Committee

- 1.Prof. Dr. Yide Liu, Macau University of Science and Technology, Macau
- 2.Prof. Ramayah Thurasamy, Universiti Sains Malaysia, Malaysia
- 3.Prof. Hiram Ting, Sarawak Research Society, Malaysia
- 4.Assoc. Prof. Jacky Jun-Hwa Cheah, University of East Anglia, UK
- 5.Assoc. Prof. Mumtaz Ali Memon, Sohar University, Oman

Scientific Committee

- 1.Dr Xin-Jean Lim, Sun Yat-Sen University, China
- 2.Dr Lawrence Ziyi Gao, Yunnan University of Finance and Economics, China
- 3.Prof. Jayson Cham, UCSI University, Malaysia
- 4.Dr. Jean Paolo G. Lacap, City College of Angeles, Philippines
5. Asst. Prof. Cheng-Yu Hsu, National Taiwan University of Sport, Taiwan
6. Dr. Aravindan Logeishwaran, Multimedia University, Malaysia
7. Prof. Dr. Angela Lee Siew Hoong, Sunway University, Malaysia
8. Assoc. Prof. Dr. Abdul Hafaz Ngah, Universiti Malaysia Terengganu, Malaysia
9. Prof. Sri Rahayu Hijrah Hati, Universitas Indonesia, Indonesia
10. Dr. Jasmine Yeap Ai Leen, Universiti Sains Malaysia, Malaysia
11. Assoc. Prof. Dr. Ezlika Ghazali, Universiti Malaya, Malaysia
12. Prof. Dr. Adam Dilip Mutum, Monash University, Malaysia
13. Assoc. Prof. Dr. Jessica Ho Sze Yin, Heriot-Watt University, Malaysia
14. Assoc. Prof. Dr. Low Mei Peng, University Tunku Abdul Rahman, Malaysia
15. Prof. Dr. Mohammad Falahat Nejadmahani, Asia Pacific University, Malaysia
16. Assoc. Prof. Dr. Noorminshah Iahad, Universiti Teknologi Malaysia, Malaysia
17. Dr Jayendira P Sankar, University Technology Bahrain, Bahrain
18. Dr. Shabana Faizal, University Technology Bahrain, Bahrain
19. Dr. Mahmood Ali Akbar, Arab Open University, Bahrain
20. Prof. Dr. Raed Masadeh, University of Jordan, Jordan
21. Dr. Cloris Luo, Sunway University, Malaysia

22. Dr. Ali Vafaei Zadeh, Universiti Sains Malaysia, Malaysia
23. Assoc. Prof. Dr. Imran Mahmud, Daffodil International University, Bangladesh
24. Dr. Tarnima Andalib, BRAC Business School, Bangladesh
25. Assoc. Prof. Dr. Shaohua Yang, Anhui University of Technology, China
26. Dr. Viraiyan Teeroovengadum, University of Mauritius, Mauritius
27. Prof. Dr. Huam Hon Tat, City University of Macau, Macau
28. Prof. Dr. Mostafa Rasoolimanesh, Edith Cowan University, Australia
29. Liu Nan, Universiti Kebangsaan Malaysia, Malaysia
30. Assoc. Prof. Dr Ooi Pei Boon K.B.P.A., Sunway University, Malaysia
31. Assoc. Prof. Dr. Jolyne Khor Kuan Siew, Sunway Business School, Malaysia

Supporting Journals



Journal of Applied Structural Equation Modeling (JASEM)

Editor-in-Chief: T. Ramayah and Hiram Ting

Scope: JASEM specializes in applied research using structural equation modeling (SEM).

The journal welcomes papers that demonstrate methodological advancements, SEM applications in various disciplines, and validation of measurement models.



Journal of Foodservice Business Research (Special Issue: Service Innovation Opportunities in the Foodservice Industry)

Special Issue Editors: Yide Liu/ Wynne Chin

Scope: This special issue focuses on innovative service strategies in the foodservice industry, covering topics such as digital transformation, customer experience enhancement, and sustainable business models.



Young Consumers

Editor-in-Chief: Hiram Ting

Scope: Young Consumers focuses on research related to the attitudes, behaviors, and preferences of young consumers across different industries and cultural contexts. It is an essential journal for studies on consumer psychology, brand engagement, and digital marketing strategies targeting younger demographics.



The Asian Academy of Management Journal

Editor-in-Chief: T. Ramayah

Scope: The journal invites papers on various management-related topics, including human resources, leadership, marketing, internationalisation, corporate governance, technology management, SMEs and entrepreneurship, banking, and economics. Contributions may include theoretical studies, business models, conceptual frameworks, academic research, consultancy projects, and organisational practices.

Keynote Speakers



Prof. Jun Hwa (Jacky) Cheah

Dr Jun Hwa Cheah (also known as Jacky Cheah) works as an Associate Professor in Marketing and Head of Research for the Marketing group at Norwich Business School, University of East Anglia, UK. He received his PhD from Universiti Putra Malaysia and has supervised numerous MSc and PhD students. He is actively engaged in research focusing on digital marketing, service technology, data analytics, statistical modeling and research methodology. He currently serves as an Associate Editor, Editorial Board member and Guest Editor for several journals, including a Lead Guest Editor in Tourism Management. He has authored more than 120 manuscripts in journals such as the British Journal of Management, Journal of Travel Research, Tourism Management, Journal of Business Research, European Journal of Marketing, Psychology & Marketing, Business Strategy and the Environment, Internet Research, Technological Forecasting and Social Change, International Journal of Hospitality Management, among others. He has an h-index of 55 and a citation of 22,800 on Google Scholar. He is currently in the Top 2% Most Cited Scientist in 2023 and 2024 Stanford's List. Many of his published articles focused on methodology, one of his papers in the European Journal of Marketing (Title: "Predictive model assessment in PLS-SEM: Guidelines for using PLSpredict"), has attracted considerable attention as evidenced by the high citation counts (over 3000 citations up-to-date) since its publication in 2019. The article is ranked #1 in Shugan's Top 20 Marketing Meta-Journal, also known as Most Cited Marketing Articles worldwide. He is also a recipient of the Emerald Young Researcher Award in 2021, awarded by Emerald Publishing.



Prof. T. Ramayah

T. Ramayah, is currently a Professor of Technology Management, School of Management, Universiti Sains Malaysia, Visiting Professor Daffodil International University (DIU) Bangladesh, Fakulti Ekonomi dan Pengurusan, Universiti Kebangsaan Malaysia (UKM), Faculty of Economics and Business, Universiti Malaysia Sarawak (UNIMAS), Honorary Professor at the University of Jordan and Adjunct Professor at Sohar University (SU), Oman, University Center for Research & Development (UCRD), Chandigarh University (CU), India, Sunway University, Asia Pacific University of Technology & Innovation (APU), Azman Hashim International Business School, Universiti Teknologi Malaysia (UTM) and Faculty of Business Management, AIMST University, Malaysia. He has an h-index of 123 and citation of 63,252 in Google Scholar and i-10 index of 591, his h-index in SCOPUS is 73, with 20,841 citations while his h-index in ISI/Clarivate is 59 with 13,275 citations. He has taught courses in Statistics, Operations Management, Research Methods, Forecasting and Computer Literacy at undergraduate level. He is also currently supervising numerous students at the MA and PhD levels. He is a trained Structural Equation Modeling (SEM) analysis instructor having attended training's by Professor Joseph Hair (Kennesaw State University), Professor David A. Kenny (University of Connecticut), Professor Gregory Hancock (University of Maryland), Professor Everarda Cunningham (Queensland University of Technology), Professor Christian Ringle (University of Hamburg) and Professor Jorg Henseler (University of Twente) and Professor Marko Sarsted (Otto-von-Guericke Universität Magdeburg). He has conducted Structural Equation Modeling (SEM) workshops in Malaysia, Australia, China, Oman, Saudi Arabia, Bahrain, Pakistan, Indonesia, Thailand and India. He has also conducted workshops in UUM, UKM, UTM, UiTM, UMK, UMS, UNIMAS, USIM, UMT, UNISZA, UTEM, UMP, UPM, UTHM, UTP, INTAN, Universiti Poly-Tech Malaysia (UPTM), Sunway University, Monash University, Curtin University, Taylors University, Linton University, INTI International University & Colleges, Nilai University and Polytechnic Colleges in Malaysia. He has also conducted trainings for research centers like Malaysian Agricultural Research and Development Institute (MARDI) and Techno-Economics Research Unit, Malaysian Palm Oil Board (MPOB).



Prof. Dr. C. M. Ringle

Dr. Christian M. Ringle, Professor of Management and Decision Sciences, Hamburg University of Technology, Germany, and James Cook University, Australia. Christian is a chaired Professor of Management and Decision Sciences at the Hamburg University of Technology (Germany) and James Cook University (Australia). His research, which has been cited more than 250,000 time (Google Scholar), focuses on management and marketing topics, method development, business analytics, machine learning, and the application of business research methods to decision making. His contributions have been published in journals such as Industrial Marketing Management, International Journal of Research in Marketing, Information Systems Research, Journal of Business Research, Journal of Service Research, Journal of the Academy of Marketing Science, Long Range Planning, and MIS Quarterly. Since 2018, Christian has been included in the Clarivate Analytics' Highly Researchers list. He regularly teaches doctoral seminars on business analytics and multivariate statistics. Christian is a co-founder and co-developer of the statistical software SmartPLS (<https://www.smartpls.com>).



Prof. Wen Lung Shiau

Wen-Lung Shiau received his MS in Computer Science from Polytechnic University, New York, US, in 1995 and the PhD degree from the National Central University, Chung-Li, Taiwan, in 2006. He is a professor in the Department of information management, Chang Gung University. He has published 80 journal papers and many highly cited articles in the Web of Science and Top 1% by citations/field in Clarivate Analytics (ESI). His current research interests include data analysis, marketing, and E-business. His papers have been published or accepted in Internet Research, IM&DS, Scientometrics, IT&P, IJIM, EJIS, DSS, I&M, among others. He is also on the 2019-2021 Stanford University's list of top 2% most-cited scientists in the world.

Program Overview

Day 1: July 28, 2025 (Monday) Venue : Foyer, 1F, Wynn Macau			
Registration			
15:00 - 20:00	Registration		
15:00 - 17:30	Editorial Roundtable and Publication Planning Meet		
Day 2: July 29, 2025 (Tuesday) Venue : Grand Ballroom, 1F, Wynn Macau			
08:00 - 08:30	Registration & Continental Breakfast		
08:30 - 09:00	Opening Ceremony		
09:00 - 09:45	Keynote Session: Mixed or multiple methods? Advanced applications of Structural Equation Modeling <i>Keynote: Prof. Wen Lung Shiau</i>		
09:45 - 10:15	Coffee Break		
Session 1: Tourism, Education, and Financial Well-Being Venue : Room A (Meeting Room 1)			
Time	Title	Author	Affiliation
10:15 - 10:35	The Impact of Vlog Storytelling on Viewers’ Visit Intentions: The Mediating Role of Destination Image	Xi Zhang	Minjiang University; Universiti Sains Malaysia
10:35 - 10:55	Modeling the Impact of a Flipped Fine Arts Learning Module on Problem-Solving Competency Among Preschool Education Majors: A PLS-SEM Approach	Weiting Li	UKM
10:55 - 11:15	Intramuros Bamboo Bike Experience: Satisfaction & Perceived Value as Mediators of Recommendation Intention	Daryl Ace Cornell	Polytechnic University of the Philippines
11:15 - 11:35	A Structural Equation Model of Growth Mindset on Mathematics Achievement	Yi Wei Lim	Universiti Malaysia Sabah
11:35 - 11:55	Digital Financial Literacy and Financial Well-Being in Malaysia: A Mediated Mediation Analysis of Digital Financial Inclusion and Trust	Tze-Lin Tan	Universiti Utara Malaysia
11:55 - 12:15	Adaptive Selling Amongst the Sales Force: A PLS-SEM Approach	Ramachandran Suthamathi	Asia Pacific University

Day 2: July 29, 2025 (Tuesday)			
Venue : Grand Ballroom, 1F, Wynn Macau			
Session 2: Business, Consumer Behavior, and Social Media			
Venue : Room B (Meeting Room 2)			
Time	Title	Author	Affiliation
10:15 - 10:35	Problematic Xiaohongshu Use and Sharing Intention of Unverified Information: A Comparative Study of China and Malaysia	Yang Tian	University of Malaya
10:35 - 10:55	Resilience or Restriction? The Role of Coping Strategies and Participative-Entrepreneurial Leadership in Women-Led Small Family Businesses Performance	Mei Xuan Liew	Sunway University
10:55 - 11:15	Stop Hazing Me! How and When Workplace Hazing Hurts Work Engagement	Kian Yeik Koay	Sunway University
11:15 - 11:35	Exploring Environmental Concerns and Ethical Consumption Behavior in Malaysia: A Structural Equation Modeling Approach	Mom Zee Tan	UTAR
11:35 - 11:55	Impact of Hotel Pet Policies and Loyalty Programs on Pet Owner Satisfaction and Spending	Daryl Ace Cornell	Polytechnic University of the Philippines
11:55 - 12:15	Chatbots’ Satisfaction in Customer Services Context	Tai Ming Wut	The Hong Kong Polytechnic University
12:30 - 14:00	Lunch Break @ Ballroom 2-4		
Workshop Session @ Grand Ballroom			
14:00 - 17:30	Workshop Session: Advanced Issues in Partial Least Squares Structural Equation Modelling (PLS-SEM) Using SmartPLS <i>Facilitated by Christian Ringle</i>		
15:00 - 15:30	Afternoon Tea Break		
18:30 - 21:00	Welcome Dinner @ Ballroom 2-4		

<p align="center">Day3: July 30, 2025 (Wednesday)</p> <p align="center">Venue : Grand Ballroom, 1F, Wynn Macau</p>	
08:00 - 08:30	Registration & Breakfast
08:30 - 09:00	Day 2 Opening Remarks
<p align="center">Workshop Session @ Grand Ballroom</p>	
09:00 - 10:30	Workshop Session: The Art of Conducting Experimental Design in Behavioral Research <i>Instructor by Jun Hwa (Jacky) Cheah</i>
10:30 - 11:00	Coffee Break
11:00 - 12:30	Workshop Session: Improving Rigor in Quantitative Survey Research <i>Facilitated by Prof. T. Ramayah</i>
12:30 - 14:00	Lunch Break @ Ballroom 2-4
14:00 - 15:30	Interactive Panels & Roundtables
15:30 - 16:00	Closing Ceremony & Afternoon Tea Break
<p align="center">Day4: July 31, 2025 (Thursday)</p> <p align="center">Meet at the Foyer, 1F, Wynn Macau</p>	
09:00 - 13:00	Conference Tour & Technical Visit

General Information

Registration Desk

The SASEM-PLS 2025 registration desk will be in the foyer outside Foyer, 1F, Wynn, Macau. The desk will be open at the following times:

July 28, 15:00 - 20:00

July 29-30, 08:00 - 08:30

Welcome Dinner

Date and Time: July 29, 18:30 - 21:00

Venue: Ballroom 2-4, 1F, Wynn, Macau

Lunch

Date and Time: 29 - 30 July, 12:30 - 14:00

Venue: Ballroom 2-4, 1F, Wynn, Macau

Discussion & Excursion

Gathering	9:00	Registration desk
Route	9:00 -12:00	Wynn Macau -> Ruins of St. Paul's + Mount Fortress -> Fountain -> Senado Square ->'Leal Senado' Building (now known as IAM Building) -> A-Ma Temple -> Lunch*
Lunch	12:00	Cuilu Western Restaurant at Metropark Hotel Macau - Healthy Buffet Lunch
Disbanding	13:00	Metropark Hotel Macau

*Please refer to the actual route arrangement on the day.

How to get to SASEM-PLS 2025

From Gongbei Port (Border Gate)

Operating hours: 06:00 - 01:00

From Hengqin Port

Operating hours: 24 hours

From HZMB Port

Operating hours: From Hong Kong: 24 hours; From Zhuhai: 08:00 - 22:00

From Macau International Airport

Operating hours: 24 hours

From Macau Outer Harbour Ferry Terminal

Operating hours: 07:00 - 23:00

From Inner Harbour Ferry Terminal

Operating hours: 07:10 - 22:00

From Macau Taipa Ferry Terminal

Operating hours: 07:30 - 23:00

Local Transportation Information

- Hotel Shuttle Bus: The conference hotel (Wynn Macau) provides free shuttle buses to and from the Macau International Airport, Border Gate (the Macau side of the Gongbei Port of Entry), Taipa Ferry Terminal, Outer Harbor Ferry Terminal, Hengqin Port (Macau side), and Guangdong-HongKong-Macau Bridge Port (Macau side). The buses run at intervals of approximately 15-20 minutes. The schedule can be found on the official website:

<https://www.wynnresortsmacau.com/zh-hk/wynn-macau/shuttle-bus>

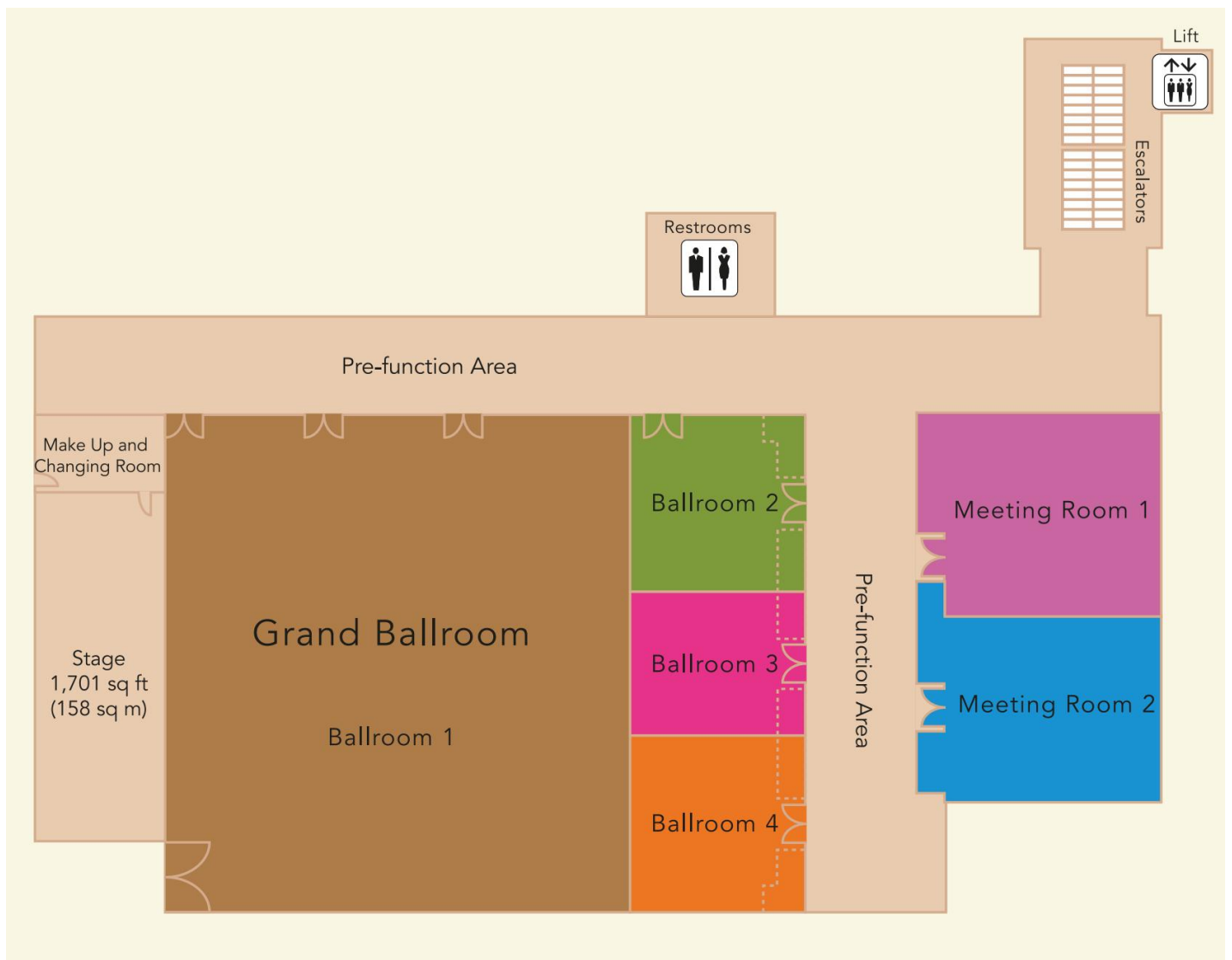
Route	Operation Hours	Frequency	Time to Destination
Wynn Palace	09:30 am to 10:00 pm daily	Every 15-20 minutes daily	Approximately 25 minutes
Border Gate	09:00 am to 11:30 pm daily	Every 15-20 minutes daily	Approximately 30 minutes
Macau Ferry Terminal and Hong Kong–Zhuhai–Macao Bridge Connection Service	10:20 am to 07:30 pm daily	Every 10–20 minutes daily	Approximately 20 minutes
Macau Ferry Terminal	09:00 am to 09:00 pm daily	Every 15 minutes daily	Approximately 10 minutes
Hengqin Port			
Taipa Ferry Terminal	Passengers travelling between Wynn Macau and Hengqin Port may transfer between routes at Wynn Palace.		
Macau International Airport			

- Local Public Bus: You can download the following local APP to check Macau bus schedule. Here is the link and QR code: <https://www.dsat.gov.mo/dsat/index.aspx>



- Taxi: If you need to call taxi, please download MaasPlus APP for local on-call taxi. Macau is a popular tourist destination, you are strongly recommended to reserve a taxi ahead of schedule. Here is the link for downloading the Taxi APP:
<https://www.maasplus.com/file-api/maasplus/comm/app/version/download.html>

Floor Plan of the Venue



Conference Program

