The Department of
Info Systems & Cyber Security

PRESENTS:
AT&T Distinguished Lecture Series
Dr. Wynne Chin
University of Houston

On Partial Least Squares Variance Based Component SEM (VBSEM) vs. Covariance Based SEM (CBSEM) for Confirmatory Analysis: Why Weights, Components and Variance Explained Provides Unique Insights

Abstract:
Partial Least Squares path modeling (i.e., PLS) is now a standard tool among Information Systems (IS) researchers since the introduction of PLS-Graph by Chin in 1990 and presentations at the International Conference in Information Systems in Vancouver and Brisbane (1994, 2000). Recently, a new group of naysayers have begun to write papers questioning the value and use of this technique and argued for only using CBSEM. In contrast to other disciplines (e.g., chemometrics and genomics), the IS discipline seems unaware of the ontological, epistemological, and pragmatic aspects of PLS. In this talk, the emphasis will be: on the role of variance explained in assessing the value of a model, the usefulness of PLS component scores, using PLS weights to detect poor measurement models, ability to detect misspecified models in contrast to CBSEM’s emphasis on covariances, and recognizing the rigor and validity of PLS models distinct from factor based SEM. Rather than an either/or perspective of one method being superior to another, it is hoped that those attending obtain a better appreciation for the unique diagnostic values of PLS for testing structural and measurement models and include it among other methods in their empirical studies.

Short Bio:
Dr. Wynne W. Chin is the C.T. Bauer chaired Professor of Decision and Information Sciences in the C.T. Bauer College of Business at the University of Houston. He received his A.B. in Biophysics from U.C. Berkeley, MS in Biomedical/Chemical Engineering from Northwestern University, and an MBA and Ph.D. in Computers and Information Systems from the University of Michigan. Wynne has taught previously at the University of Calgary, Wayne State University, and the University of Michigan and has been a visiting fellow at Queens University, City University of Hong Kong, University of Canterbury, and the University of New South Wales. Wynne’s research focuses on structural equation models related to Information technology adoption, sales force automation, IT service satisfaction and electronic meeting support systems where he has developed measures for group cohesion, satisfaction, and consensus. Wynne has published in journals such as Information Systems Research, Data Base, Journal of Management Information Systems, MIS Quarterly, Journal of AIS and Decision Sciences. Wynne is on the editorial board of Structural Equation Modeling journal and Journal of AIS, and previously Information Systems Research, Data Base (co-editor), Journal of Information Technology, IEEE Transaction of Management, and MIS Quarterly. Wynne has received best paper awards from the Journal of Personal Selling and Sales Management in 2003, the Administrative Sciences Association of Canada (IT division) in 1993 and 1998, a MIS Quarterly Reviewer of the Year in 1996, a Management Science Outstanding Reviewer award in 1996, and the First Biennial Award for Outstanding Ph.D. dissertation from the International Communication Association’s Communications and Technology Division. He is one of the foremost exponent of the Partial Least Squares Path Modeling technique with his PLS-Graph software as the first graphical based PLS software developed in 1990 (credited for introducing the method and methodology of usage to business disciplines generally and the IS discipline specifically and used by more than 9000+ researchers worldwide), ranked by two separate journal articles as one of the top 10 researchers in both IT Adoption/Acceptance and Human Computer Interaction, ranked 13th in contribution to MIS doctoral education, and received a World Class University (WCU) Professor designation in conjunction with Sogang University in South Korea. Wynne was a founding member of the Diffusion interest group in IT (DIGIT) in 1988 and the founding member and first President of the SigADIT (Special Interest Group in Adoption and Diffusion of IT). Wynne’s research has received over 60,000 citations, a top five most cited article in MIS Quarterly and in Information Systems Research, a Google Scholar H index of 61 that places him among the most impactful researchers in his discipline, and ranked fifth overall in first authored articles published in the top two IS journals - MISQ and ISR for the period from 1990 through 2019. He was awarded a Fellow of the Association of Information Systems in 2013. He currently serves as President of the Texas Council of Faculty Senates and founding member of the National Council of Faculty Senates. Born and raised in San Francisco, Wynne currently resides in Houston.

Friday, October 2, 2020
11:00 AM on Zoom