Structural Equation Models, PLS Path Modelling and Multi-block Techniques in Sensory and Consumer Analysis

Methods, Applications and Software

ESSEC Business School, Cergy-Pontoise (Paris, France)
15 May 2008 9h30-18h00
Conference Room: **Grand Amphi**

Theme of Workshop #2

Structural Equation Models (SEM) have recently revealed to be very successful and interesting in the domain of sensory and consumer analysis as they provide interesting results when investigating complex networks of dependence or causal relationships linking multiple blocks of variables. Meanwhile, in the same domain, factorial methods also supply different solutions for the exploratory analysis of multiple tables.
The scientific programme of this Workshop covers the most relevant methods from the two above mentioned areas such as: the Unweighted Least Squares (ULS) estimation procedure in the classical covariance-based SEM approach, the component-based approaches of Partial Least Squares (PLS) Path Modelling and Generalized Structured Component Analysis but also Multiple Factorial Analysis and Multi-way techniques.
Each presentation will: address the theoretical and conceptual foundations of the proposed method; discuss the most recent developments and future challenges; show specific applications with interpretation of results yielded by the most advanced available software implementations.

Scientific Programme

9h30	**Arrival of participants at ESSEC Business School in Cergy and Welcome Coffee**
10h00	Welcome address

Component-based Structural Equation Models

10h10-10h50	Hal MacFie (Editor of the *Food Quality and Preference* Journal, UK) *Path Modelling in Consumer Trials*
10h50-11h30	Michel Tenenhaus (HEC School of Management, France) *The use of Structural Equation Models in Sensory Analysis*
11h30-12h10	Heungsun Hwang (McGill University, Canada) *Generalized Structured Component Analysis (GSCA) and its Recent Developments*
12h10-12h30	Floor Discussion

12h30-14h00 **Lunch at the ESSEC Faculty Club**

PLS Path Modelling: Recent Developments and Software

14h00-14h40 Vincenzo Esposito Vinzi (ESSEC Business School, France)
Recent Developments on Formative Constructs and a Comprehensive Environment for PLS Path Modelling

14h40-15h20 Emmanuel Jakobowicz (XLSTAT Development, Addinsoft, France)
A Comparison of Component-based Structural Equation Modelling Methods on Sensory Data

15h20-15h30 Floor Discussion

Multi-block and Multi-way Methodology

15h30-16h10 Tormod Næs (Matforsk, Norway)
Some Examples of the Use of Multi-block and Multi-way Methodology for Analysis of Descriptive Sensory Data

16h10-16h30 **Coffee Break**

16h30-17h10 Mohamed Hanafi (ENITIAA-INRA Nantes, France)
The Puzzle of Multi-block Methodology

17h10-17h50 Jérôme Pagès (Agrocampus Rennes, France)
Contribution of Multiple Factor Analysis to some major Questions in Sensory Analysis

17h50-18h00 Floor Discussion

18h00 **Closing address & presentation of Workshop #3 (May 2009)**

The participation in the Seminar is open to all interested people and it is free of charge
Lunch will be served at the ESSEC Faculty Club (payment on site)

If you wish to participate, please fill in the attached **Registration Form** and send it to Prof. Vincenzo Esposito Vinzi (**vinzi@essec.fr**) by no later than **20 April 2008**

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REGISTRATION FORM

Last name				**Title**	
First name(s)					
Institution/Company					
Street/P.O.Box					
Postal Code		**City**		**Country**	
Phone				**Fax**	
E-mail					

❑ I will attend the PLS Workshop #2 at the ESSEC Business School on **15 May 2008** (free)

❑ I will have lunch at the ESSEC Faculty Club (to be paid on site)

❑ I will not be able to attend this Workshop but I like to be informed on the next ones

Date _____ Signature _____

Please fill in and return this form to:
Prof. Vincenzo ESPOSITO VINZI
via e-mail (vinzi@essec.fr) or fax (01 34 43 36 91)
by no later than 20 APRIL 2008