

MKT 791--Research II
Spring '96
R. Kleine

SESSION 9

The Full CSA Model Continued and Concluded

READINGS

- Fornell, Claes (1983), "Issues in the Application of Covariance Structure Analysis: A Comment," *Journal of Consumer Research*, 9 (March), 443-448.
- MacCallum, Robert C., Mary Roznowski, and Lawrence B. Necowitz (1992), "Model Modifications in Covariance Structure Analysis: The Problem of Capitalization on Chance," *Psychological Bulletin*, 111 (3), 490-504.
- MacCallum, Robert C. (1995), A Model Specification: Procedures, Strategies, and Related Issues, @ in Rick H. Hoyle, *Structural Equation Modeling: Concepts, Issues, and Applications*, Thousand Oaks, CA: Sage Publications, 16-36.
- West, Stephen G., John F. Finch, and Patrick J. Curran (1995), A Structural Equation Models With Nonnormal Variables: Problems and Remedies, in Rick H. Hoyle, *Structural Equation Modeling: Concepts, Issues, and Applications*, Thousand Oaks, CA: Sage Publications, 56-75.
- Hu, Li-tze and Peter M. Bentler (1995), A Evaluating Model Fit, @ in Rick H. Hoyle, *Structural Equation Modeling: Concepts, Issues, and Applications*, Thousand Oaks, CA: Sage Publications, 76-99.

ADDITIONAL MATERIALS TO KEEP IN MIND

- Bollen, Kenneth A. (1989), *Structural Equations with Latent Variables*, New York: Wiley.
- Bollen, Kenneth A. and J. Scott Long (1993), *Testing Structural Equation Models*, Newbury Park, CA: Sage.
- Byrne, Barbara M. (1994), *Structural Equation Modeling with EQS and EQS/Windows: Basic Concepts, Applications, and Programming*, Thousand Oaks, CA: Sage.
- Hayduk, Leslie A. (1987), *Structural Equation Modeling with LISREL*, Baltimore, MD: Johns Hopkins University Press.

YOUR TURN

Continue playing with your structural model.

Explore different specifications. Does fit get better or worse?

Compare several nested models

Brain teaser: What does it mean for two models to be nested?