

State of the Art in Partial Least Squares Structural Equation Modeling (PLS-SEM): Methodological Extensions and Applications in the Social Sciences and Beyond

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Abstrak

This edited volume brings together some of the best papers from the 2022 Conference on Partial Least Squares Structural Equation Modeling (PLS-SEM), held at the Babe-Bolyai University, Cluj, Romania. The volume seeks to expand the current research on PLS-SEM and promote the method's application in the scientific community. It gathers research from scholars in many different fields who work on the advancement of PLS-SEM and who apply the method to explain and predict behavioral phenomena.

Researchers today can draw on a wide array of different PLS-SEM-based algorithms, complementary methods, and model evaluation metrics. Tying in with these developments, the first part of this book documents methodological advances of PLS-SEM, which extend the researchers' current toolbox of methods. The following parts demonstrate state-of-the-art applications of PLS-SEM in various fields such as consumer behavior, hospitality, human resource management, entrepreneurship, and organizational behavior. Special emphasis is placed on studies that apply complementary methods to offer a more nuanced analysis of the research questions.