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Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R - Joseph F. Hair Jr. 2021-11-03
Partial least squares structural equation modeling (PLS-SEM) has become a standard approach for analyzing complex inter-relationships between observed and latent variables. Researchers appreciate the many advantages of PLS-SEM such as the possibility to estimate very complex models and the method's flexibility in terms of data requirements and measurement specification. This practical open access guide provides a step-by-step treatment of the major choices in analyzing PLS path models using R, a free software environment for statistical computing, which runs on Windows, macOS, and UNIX computer platforms. Adopting the R software's SEMinR package, which brings a friendly syntax to creating and estimating structural equation models, each chapter offers a concise overview of relevant topics and metrics, followed by an in-depth description of a case study. Simple instructions give readers the "how-tos" of using SEMinR to obtain solutions and document their results. Rules of thumb in every chapter provide guidance on best practices in the application and interpretation of PLS-SEM.

Handbook of Partial Least Squares - Esposito Vinzi Vincenco 2016-04-01
This handbook provides a comprehensive overview of Partial Least Squares (PLS) methods with specific reference to their use in marketing and with a discussion of the directions of current research and perspectives.

Information and Communication Technologies in Tourism 2016 - Alessandro Inversini 2016-01-22
The papers presented in this volume advance the state-of-the-art research on digital marketing and social media, mobile computing and responsive web design, semantic technologies and recommender systems, augmented and virtual reality, electronic distribution and online travel reviews, MOOC and eLearning,

eGovernment and sharing economy. This book covers the most significant areas contributed by prominent scholars from around the world and is suitable for both academics and practitioners who are interested in the latest developments in eTourism.

Applying Partial Least Squares in Tourism and Hospitality Research - Faizan Ali 2018-12-14 Ten chapters discuss key aspects of advanced PLS analysis and its practical applications, covering new guidelines and improvements in the use of PLS-PM as well as various individual topics.

Handbook of Partial Least Squares - Vincenzo Esposito Vinzi 2010-03-10 This handbook provides a comprehensive overview of Partial Least Squares (PLS) methods with specific reference to their use in marketing and with a discussion of the directions of current research and perspectives. It covers the broad area of PLS methods, from regression to structural equation modeling applications, software and interpretation of results. The handbook serves both as an introduction for those without prior knowledge of PLS and as a comprehensive reference for researchers and practitioners interested in the most recent advances in PLS methodology.

Structural Equation Modelling with Partial Least Squares Using Stata and R - Mehmet Mehmetoglu 2020-12-22 Partial least squares structural equation modelling (PLS-SEM) is becoming a popular statistical framework in many fields and disciplines of the social sciences. The main reason for this popularity is that PLS-SEM can be used to estimate models including latent variables, observed variables, or a combination of these. The popularity of PLS-SEM is predicted to increase even more as a result of the development of new and more robust estimation approaches, such as consistent PLS-SEM. The traditional and modern estimation methods for PLS-SEM are now readily facilitated by both

open-source and commercial software packages. This book presents PLS-SEM as a useful practical statistical toolbox that can be used for estimating many different types of research models. In so doing, the authors provide the necessary technical prerequisites and theoretical treatment of various aspects of PLS-SEM prior to practical applications. What makes the book unique is the fact that it thoroughly explains and extensively uses comprehensive Stata (plssem) and R (cSEM and plspm) packages for carrying out PLS-SEM analysis. The book aims to help the reader understand the mechanics behind PLS-SEM as well as performing it for publication purposes. Features: Intuitive and technical explanations of PLS-SEM methods Complete explanations of Stata and R packages Lots of example applications of the methodology Detailed interpretation of software output Reporting of a PLS-SEM study Github repository for supplementary book material The book is primarily aimed at researchers and graduate students from statistics, social science, psychology, and other disciplines. Technical details have been moved from the main body of the text into appendices, but it would be useful if the reader has a solid background in linear regression analysis.

Innovation in Service Industries - Susanne Hügel 2019-07-10
Susanne Hügel studies innovation in service industries from the industrial organization and behavioral theory perspectives, therefore chooses the real estate industry as object of study. The author examines the existing research on firm innovativeness, proposes a more advanced concept, and empirically validates a new measure in a service industry context. Thereby, the innovation status quo of the real estate industry is studied. In addition, the book addresses the impact of slack resources on the organizational members' innovative work behavior. Overall, important insights about the service industries' innovation pattern and

organizational behavior are revealed. The book acknowledges the increasing role of innovation due to the altering business environment in the 21st century, such as shifts from goods to services, or the globalization of markets. About the Author:Susanne Hügel is an expert in the field of innovation, business model development, and digital transformation in the real estate industry. She wrote her dissertation at the Real Estate Management Institute (REMI) of EBS Business School.

New Challenges to International Marketing

- Tamer Cavusgil 2009-02-20
Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring.

Methods for Researching Professional

Learning and Development - Michael Goller
2022
This volume provides alternatives for tackling existing empirical, methodological, and analytical challenges. It does so by providing a broad overview of less established, as well as emerging methods, which are of great relevance for current research on professional learning and development. As such, it offers a comprehensive collection of state-of-the-art methodologies and future directions within the workplace learning and professional development research. By describing these novel approaches and providing empirical illustrations, the book promotes innovative methodologies for investigating professional learning and development. It also supports scholars to understand upcoming empirical research and methods and encourages novice as well as established researchers to adopt new empirical strategies beyond traditional ones that have the potential to enrich a better understanding of

professional learning and development.

Structural Equation Modeling - Gregory R. Hancock 2013-03-01
Sponsored by the American Educational Research Association's Special Interest Group for Educational Statisticians This volume is the second edition of Hancock and Mueller's highly-successful 2006 volume, with all of the original chapters updated as well as four new chapters. The second edition, like the first, is intended to serve as a didactically-oriented resource for graduate students and research professionals, covering a broad range of advanced topics often not discussed in introductory courses on structural equation modeling (SEM). Such topics are important in furthering the understanding of foundations and assumptions underlying SEM as well as in exploring SEM, as a potential tool to address new types of research questions that might not have arisen during a first course. Chapters focus on the clear explanation and application of topics, rather than on analytical derivations, and contain materials from popular SEM software.

Advanced Issues in Partial Least Squares Structural Equation Modeling - Joseph F. Hair, Jr. 2017-04-05
Written as an extension of A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition, this easy-to-understand, practical guide covers advanced content on PLS-SEM to help students and researchers apply techniques to research problems and accurately interpret results. Authors Joseph F. Hair, Jr., Marko Sarstedt, Christian Ringle, and Siegfried P. Gudergan provide a brief overview of basic concepts before moving to the more advanced material. Offering extensive examples on SmartPLS 3 software and accompanied by free downloadable data sets, the book emphasizes that any advanced PLS-SEM approach should be carefully applied to ensure that it fits the appropriate research context and the data characteristics that

underpin the research.

Advances in Hospitality and Leisure - Jospeh S. Chen 2012-07-17
Advances in Hospitality and Leisure, a peer-review series, delivers refreshing insights from a host of scientific studies in the domains of hospitality, leisure and tourism.

Contouring Human Development - Mukunda Mishra 2020-05-11
This book acquaints readers with a range of techniques to help them effectively identify, record, map, analyze and report on patterns in various dimensions of human development (HD) with spatial scales down to the village level. It is impossible to capture HD at the local and global scale with only a single index, because differences in HD at the international scale are caused by 'general' factors, whereas local-scale differences are influenced by 'specific' factors. This book offers a variety of methods for scientifically mapping HD at any spatial scale. It covers how to rationally select variables; how to test the models; how to validate the results, and how to analyze them. For this purpose, it employs a case study on an Indian district. The socio-economic factors regulating the patterns of HD are now more complex than they were only a few decades ago, making it essential to incorporate newer models in order to successfully 'replicate' the real-world situation. Accordingly, the book offers essential methodological tools & techniques for mapping HD. It sheds new light on a handful of statistical multivariate analysis and machine learning algorithms that are rarely used in the social sciences when dealing with HD, yet have sound mathematical and statistical bases. These techniques can be successfully used for predictive analysis in the earth & natural sciences, decision sciences and management disciplines, and are equally effective in terms of capturing, predicting and projecting the composite HD 'landscape.' This book will especially benefit two groups of readers: firstly,

HD practitioners who want to find out 'why some areas are doing better than others' by exploring the complex interactions of spatially linked variables with different HD parameters. And secondly, practitioners in other branches of the social sciences who are not concerned with HD but are looking for 'hands-on training' with techniques they can apply in their respective field of spatial investigations.

Cases on Internationalization Challenges for SMEs - Moreira, António Carrizo 2020-11-06 With the globalization process, firms are seeking to expand their activities to international markets but are also "feeling" expanded competition from abroad. Small and medium-sized enterprises (SMEs), though seeking to expand abroad, have particularities that hinder their natural international expansion path due to particular barriers and challenges that most multinational firms have already overcome. Cases on Internationalization Challenges for SMEs provides a set of case studies on the internationalization of SMEs in order to share the latest empirical research findings in the field of internationalization in the context of a globalized world, and which considers a highly competitive international business setting. This includes examining the main reasons for the success or failure of the process of internationalization of SMEs and their inherent activities. Covering topics that include competitive advantage, export performance, and inward internationalization, this book targets managers, executives, and entrepreneurs concerned with how to adapt their companies to a fast-changing international business environment, how to conduct internationalization strategies, how to choose the most adequate international entry modes, and how to adapt their products and strategies to international markets. It is also suited for academicians, researchers, and students in the field of management.

The Multiple Facets of Partial Least Squares

and Related Methods - Hervé Abdi 2016-10-13
This volume presents state of the art theories, new developments, and important applications of Partial Least Square (PLS) methods. The text begins with the invited communications of current leaders in the field who cover the history of PLS, an overview of methodological issues, and recent advances in regression and multi-block approaches. The rest of the volume comprises selected, reviewed contributions from the 8th International Conference on Partial Least Squares and Related Methods held in Paris, France, on 26-28 May, 2014. They are organized in four coherent sections: 1) new developments in genomics and brain imaging, 2) new and alternative methods for multi-table and path analysis, 3) advances in partial least square regression (PLSR), and 4) partial least square path modeling (PLS-PM) breakthroughs and applications. PLS methods are very versatile methods that are now used in areas as diverse as engineering, life science, sociology, psychology, brain imaging, genomics, and business among both academics and practitioners. The selected chapters here highlight this diversity with applied examples as well as the most recent advances.

A Complete Guide to Academic Research In Built Environment and Engineering (Penerbit USM) - Abu Hassan Abu Bakar et al.

Applying Partial Least Squares in Tourism and Hospitality Research - Faizan Ali 2018-12-14
Ten chapters discuss key aspects of advanced PLS analysis and its practical applications, covering new guidelines and improvements in the use of PLS-PM as well as various individual topics.

ECRM2016-Proceedings of the 15th European Conference on Research Methodology for Business Management " - Vladlena Benson 2016-05-20

International Marketing in Fast Changing Environment - Bryan Jean 2013-10-08 Volume 24 of Advances in International Marketing, guest-edited by Professors Jean, Chiou and Zou, considers the impact of major trends in internal and external environments of the firm on international marketing,

Partial Least Squares Path Modeling - Hengky Latan 2017-11-03 This edited book presents the recent developments in partial least squares-path modeling (PLS-PM) and provides a comprehensive overview of the current state of the most advanced research related to PLS-PM. The first section of this book emphasizes the basic concepts and extensions of the PLS-PM method. The second section discusses the methodological issues that are the focus of the recent development of the PLS-PM method. The third part discusses the real world application of the PLS-PM method in various disciplines. The contributions from expert authors in the field of PLS focus on topics such as the factor-based PLS-PM, the perfect match between a model and a mode, quantile composite-based path modeling (QC-PM), ordinal consistent partial least squares (OrdPLSc), non-symmetrical composite-based path modeling (NSCPM), modern view for mediation analysis in PLS-PM, a multi-method approach for identifying and treating unobserved heterogeneity, multigroup analysis (PLS-MGA), the assessment of the common method bias, non-metric PLS with categorical indicators, evaluation of the efficiency and accuracy of model misspecification and bootstrap parameter recovery in PLS-PM, CB-SEM, and the Bollen-Stine methods and importance-performance map analysis (IPMA) for nonlinear relationships. This book will be useful for researchers and practitioners interested in the latest advances in PLS-PM as well as master and Ph.D. students in a variety of disciplines using the PLS-PM method for their projects.

New Perspectives in Partial Least Squares and Related Methods - Herve Abdi 2013-10-17
New Perspectives in Partial Least Squares and Related Methods shares original, peer-reviewed research from presentations during the 2012 partial least squares methods meeting (PLS 2012). This was the 7th meeting in the series of PLS conferences and the first to take place in the USA. PLS is an abbreviation for Partial Least Squares and is also sometimes expanded as projection to latent structures. This is an approach for modeling relations between data matrices of different types of variables measured on the same set of objects. The twenty-two papers in this volume, which include three invited contributions from our keynote speakers, provide a comprehensive overview of the current state of the most advanced research related to PLS and related methods. Prominent scientists from around the world took part in PLS 2012 and their contributions covered the multiple dimensions of the partial least squares-based methods. These exciting theoretical developments ranged from partial least squares regression and correlation, component based path modeling to regularized regression and subspace visualization. In following the tradition of the six previous PLS meetings, these contributions also included a large variety of PLS approaches such as PLS metamodels, variable selection, sparse PLS regression, distance based PLS, significance vs. reliability, and non-linear PLS. Finally, these contributions applied PLS methods to data originating from the traditional econometric/economic data to genomics data, brain images, information systems, epidemiology, and chemical spectroscopy. Such a broad and comprehensive volume will also encourage new uses of PLS models in work by researchers and students in many fields.

Marketing and Smart Technologies - José Luís Reis 2022-03-14
This book includes selected papers presented at

the International Conference on Marketing and Technologies (ICMarkTech 2021), held at University of La Laguna, Tenerife, Spain, during December 2–4, 2021. It covers up-to-date cutting-edge research on artificial intelligence applied in marketing, virtual and augmented reality in marketing, business intelligence databases and marketing, data mining and big data, marketing data science, web marketing, e-commerce and v-commerce, social media and networking, geomarketing and IoT, marketing automation and inbound marketing, machine learning applied to marketing, customer data management and CRM, and neuromarketing technologies.

Applied Data Analysis - Seohee Park 2020-09-01

This book will help you gain a master of business administration (MBA) degree. Think you've got what it takes to become a future leader? An MBA could help you achieve those goals. Intensive, competitive and highly respected, the Master of Business Administration (MBA) is an elite professional qualification. This book provides best reports with good grades. Reading the papers, you can get a sense of how to write a good paper to get good grades. This is a book that tells you how to get good grades on MBA courses in the U.S. For the MBA course, students have to take a total of 36 credits. Each class is worth 3 credits and the students should take 12 classes. It's a series of 12 books, one book for each subject. This book is a collection of best answers for the "Applied Data Analysis" subject.

Eurasian Business Perspectives - Mehmet Huseyin Bilgin 2017-10-31
This volume presents selected papers on recent management research from the 20th Eurasia Business and Economics Society (EBES) Conference, which was held in Vienna in 2016. Its primary goal is to showcase advances in the fields of accounting, auditing, marketing, and human resources in emerging economies. This

volume is unique in its special focus on empirical research perspectives from countries such as Lithuania, Russia, and the Visegrád Group (the Czech Republic, Hungary, Poland and Slovakia), among others.

Advanced Dynamic Modeling of Economic and Social Systems - Araceli N. Proto 2012-09-18
In this volume recent advances in the use of modern quantitative models for the analysis of various problems related to the dynamics of social and economic systems are presented. The majority chapters describe tools and techniques of broadly perceived computational intelligence, notably fuzzy logic, evolutionary computation, neural networks and some non-standard probabilistic and statistical analyses. Due to the high complexity of the systems and problems considered, in many situations it is necessary to consider at the same time analytic, topological and statistical aspects and apply appropriate procedures and algorithms. This volume is a direct result of vivid discussions held during the Fifth International Workshop on Dynamics of Social and Economical Systems (DYSES) which was held at Benevento, Italy September 20-25, 2010, as well as a couple of post-workshop meetings and consultations.

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) - Joseph F. Hair, Jr. 2016-02-29
A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) by Joseph F. Hair, Jr., G. Tomas M. Hult, Christian Ringle, and Marko Sarstedt is a practical guide that provides concise instructions on how to use partial least squares structural equation modeling (PLS-SEM), an evolving statistical technique, to conduct research and obtain solutions. Featuring the latest research, new examples using the SmartPLS software, and expanded discussions throughout, the Second Edition is designed to be easily understood by those with limited statistical and mathematical training who want to pursue research opportunities in new

ways.

User Innovators in the Silver Market - Konstantin Wellner 2015-03-03
In this study among camping tourists of all age groups between 19 and 86 years of age, Konstantin Wellner compares key characteristics regarding innovative behavior of different age groups. The focus of the analysis is on the so-called "Silver Market" segment (consumers of at least 55 years) which gains importance to the demographic shift. Generally, older users are still actively innovating, especially if it relates to age-specific improvements (e.g., comfort and compatibility to other equipment). Analysis by a Structural Equation Model showed that the most important determinant of innovative behavior for older users is technical expertise and that being relatively ahead of trends increases their dissatisfaction with existing products. Additional evidence was found that user with high use experience suffer from functional fixedness.

Research Methodologies, Innovations and Philosophies in Software Systems Engineering and Information Systems - Mora, Manuel 2012-02-29
Philosophical paradigms, theoretical frameworks, and methodologies make up the answering and problem solving systems that define current research approaches. While there are multiple research method books, the subject lacks an update and integrated source of reference for graduate courses. Research Methodologies, Innovations and Philosophies in Software Systems Engineering and Information Systems aims to advance scientific knowledge on research approaches used in systems engineering, software engineering, and information systems and to update and integrate disperse and valuable knowledge on research approaches. This aims to be a collection of knowledge for PhD students, research-oriented faculty, and instructors of graduate courses.

Multivariate Data Analysis - Joseph F Hair 2022-01-05

For over 30 years, this text has provided students with the information they need to understand and apply multivariate data analysis. The eighth edition of Multivariate Data Analysis provides an updated perspective on the analysis of all types of data as well as introducing some new perspectives and techniques that are foundational in today's world of analytics. Multivariate Data Analysis serves as the perfect companion for graduate and postgraduate students undertaking statistical analysis for business degrees, providing an application-oriented introduction to multivariate analysis for the non-statistician. By reducing heavy statistical research into fundamental concepts, the text explains to students how to understand and make use of the results of specific statistical techniques.

Advanced Kalman Filtering, Least-Squares and Modeling - Bruce P. Gibbs 2011-03-29
This book is intended primarily as a handbook for engineers who must design practical systems. Its primary goal is to discuss model development in sufficient detail so that the reader may design an estimator that meets all application requirements and is robust to modeling assumptions. Since it is sometimes difficult to a priori determine the best model structure, use of exploratory data analysis to define model structure is discussed. Methods for deciding on the "best" model are also presented. A second goal is to present little known extensions of least squares estimation or Kalman filtering that provide guidance on model structure and parameters, or make the estimator more robust to changes in real-world behavior. A third goal is discussion of implementation issues that make the estimator more accurate or efficient, or that make it flexible so that model alternatives can be easily compared. The fourth goal is to provide the designer/analyst with guidance in evaluating estimator performance and in determining/correcting problems. The final goal is to provide a subroutine library that

simplifies implementation, and flexible general purpose high-level drivers that allow both easy analysis of alternative models and access to extensions of the basic filtering. Supplemental materials and up-to-date errata are downloadable at http://booksupport.wiley.com.

Managerial Discretion and Performance in China - Hagen Wülferth 2013-04-17
The theoretical and empirical literature to date has fallen short of reaching a consensus as to whether granting more managerial discretion to managers tends to enhance, not alter or diminish organizational performance (the discretion puzzle). This book aims to build a bridge between these contradictory results by synthesising principal-agent theory, stewardship theory, and managerial discretion theory into a new empirically-validated model. Using a representative sample of 'double-blind' interviews with managers of 467 firms in China and applying partial least squares path modelling (PLS), the study identifies a potential cause of the discretion puzzle: the failure of the extant literature to account for granularity in the way that managers use their discretion. This generates far-reaching implications for theoretical and empirical research as well as practical recommendations for managing managers in multinationals and Chinese companies.

Review of Marketing Research - Naresh Malhotra - USE 0493 2010-12-02
This volume provides case studies, analysis and frameworks, reviews key studies and techniques, offers theoretical explanations, identifies unanswered questions and research opportunities, and discusses significant managerial and policy implications as well as incorporating insights from multidisciplinary literatures in an integrative manner.

Advanced Methods for Modeling Markets - Peter S. H. Leeflang 2017-08-29
This volume presents advanced techniques to modeling markets, with a wide spectrum of

topics, including advanced individual demand models, time series analysis, state space models, spatial models, structural models, mediation, models that specify competition and diffusion models. It is intended as a follow-on and companion to Modeling Markets (2015), in which the authors presented the basics of modeling markets along the classical steps of the model building process: specification, data collection, estimation, validation and implementation. This volume builds on the concepts presented in Modeling Markets with an emphasis on advanced methods that are used to specify, estimate and validate marketing models, including structural equation models, partial least squares, mixture models, and hidden Markov models, as well as generalized methods of moments, Bayesian analysis, non/semi-parametric estimation and endogeneity issues. Specific attention is given to big data. The market environment is changing rapidly and constantly. Models that provide information about the sensitivity of market behavior to marketing activities such as advertising, pricing, promotions and distribution are now routinely used by managers for the identification of changes in marketing programs that can improve brand performance. In today's environment of information overload, the challenge is to make sense of the data that is being provided globally, in real time, from thousands of sources. Although marketing models are now widely accepted, the quality of the marketing decisions is critically dependent upon the quality of the models on which those decisions are based. This volume provides an authoritative and comprehensive review, with each chapter including: · an introduction to the method/methodology · a numerical example/application in marketing · references to other marketing applications · suggestions about software. Featuring contributions from top authors in the field, this volume will explore current and future aspects of modeling markets,

providing relevant and timely research and techniques to scientists, researchers, students, academics and practitioners in marketing, management and economics.

Management Science in Hospitality and Tourism - Muzaffer Uysal 2017-03-03
Management Science in Hospitality and Tourism is a timely and unique book focusing on management science applications. The first section of the book introduces the concept of management science application in hospitality and tourism and related issues to set the stage for subsequent sections. Section II focuses on management science applications with conceptual pieces, empirical applications, and best practices with examples coming from different parts of the world and settings. The last section ends with a chapter focusing on challenges and future research directions. This book goes beyond revenue management topics and presents a broad range of topics in management science applications as they relate to hospitality and tourism cases. Researchers and students in hospitality and tourism will find this book very useful since it contains chapters on data analytics, e-commerce and technology, revenue and yield management, optimization methods, resource allocation, goal programming, dynamic programming, Markov chain models, trends analysis and detection, measuring potential and attractiveness in tourism development, performance measures and use of indices in hospitality and tourism, and more. There is a heightened interest in these areas of business applications in today's data-driven business environment, and this book addresses that interest. This book is the only comprehensive text on management science applications in hospitality and tourism. It will help managers and hospitality and tourism students as future managers to develop an in-depth understanding of the importance of data analysis, interpretation, and generating information, and intelligence for decision

making. It covers a broad range of applications representing different geographic regions of the world.

Mastering Partial Least Squares Structural Equation Modeling (Pls-Sem) with Smartpls in 38 Hours - Ken Kwong-Kay Wong 2019-02-22 Partial least squares is a new approach in structural equation modeling that can pay dividends when theory is scarce, correct model specifications are uncertain, and predictive accuracy is paramount. Marketers can use PLS to build models that measure latent variables such as socioeconomic status, perceived quality, satisfaction, brand attitude, buying intention, and customer loyalty. When applied correctly, PLS can be a great alternative to existing covariance-based SEM approaches. Dr. Ken Kwong-Kay Wong wrote this reference guide with graduate students and marketing practitioners in mind. Coupled with business examples and downloadable datasets for practice, the guide includes step-by-step guidelines for advanced PLS-SEM procedures in SmartPLS, including: CTA-PLS, FIMIX-PLS, GoF (SRMR, dULS, and dG), HCM, HTMT, IPMA, MICOM, PLS-MGA, PLS-POS, PLSc, and QEM. Filled with useful illustrations to facilitate understanding, you'll find this guide a go-to tool when conducting marketing research. "This book provides all the essentials in comprehending, assimilating, applying and explicitly presenting sophisticated structured models in the most simplistic manner for a plethora of Business and Non-Business disciplines." — Professor Siva Muthaly, Dean of Faculty of Business and Management at APU.
Latent Variable Path Modeling with Partial Least Squares - Jan-Bernd Lohmöller 2013-11-11 Partial Least Squares (PLS) is an estimation method and an algorithm for latent variable path (LVP) models. PLS is a component technique and estimates the latent variables as weighted aggregates. The implications of this choice are considered and compared to covariance

structure techniques like LISREL, COSAN and EQS. The properties of special cases of PLS (regression, factor scores, structural equations, principal components, canonical correlation, hierarchical components, correspondence analysis, three-mode path and component analysis) are examined step by step and contribute to the understanding of the general PLS technique. The proof of the convergence of the PLS algorithm is extended beyond two-block models. Some 10 computer programs and 100 applications of PLS are referenced. The book gives the statistical underpinning for the computer programs PLS 1.8, which is in use in some 100 university computer centers, and for PLS/PC. It is intended to be the background reference for the users of PLS 1.8, not as textbook or program manual.

Computational Statistics Handbook with MATLAB - Wendy L. Martinez 2007-12-20
As with the bestselling first edition, Computational Statistics Handbook with MATLAB, Second Edition covers some of the most commonly used contemporary techniques in computational statistics. With a strong, practical focus on implementing the methods, the authors include algorithmic descriptions of the procedures as well as

Partial Least Squares Structural Equation Modeling - Necmi K. Avkiran 2018-02-16
This book pulls together robust practices in Partial Least Squares Structural Equation Modeling (PLS-SEM) from other disciplines and shows how they can be used in the area of Banking and Finance. In terms of empirical analysis techniques, Banking and Finance is a conservative discipline. As such, this book will raise awareness of the potential of PLS-SEM for application in various contexts. PLS-SEM is a non-parametric approach designed to maximize explained variance in latent constructs. Latent constructs are directly unobservable phenomena such as customer service quality and managerial competence. Explained variance refers to the

extent we can predict, say, customer service quality, by examining other theoretically related latent constructs such as conduct of staff and communication skills. Examples of latent constructs at the microeconomic level include customer service quality, managerial effectiveness, perception of market leadership, etc.; macroeconomic-level latent constructs would be found in contagion of systemic risk from one financial sector to another, herd behavior among fund managers, risk tolerance in financial markets, etc. Behavioral Finance is bound to provide a wealth of opportunities for applying PLS-SEM. The book is designed to expose robust processes in application of PLS-SEM, including use of various software packages and codes, including R. PLS-SEM is already a popular tool in marketing and management information systems used to explain latent constructs. Until now, PLS-SEM has not enjoyed a wide acceptance in Banking and Finance. Based on recent research developments, this book represents the first collection of PLS-SEM applications in Banking and Finance. This book will serve as a reference book for those researchers keen on adopting PLS-SEM to explain latent constructs in Banking and Finance.

Handbook of Research Methods for Marketing Management - Nunkoo, Robin 2021-10-22

Taking a multidisciplinary approach, this comprehensive Handbook comprises contributions from international researchers of diverse educational and research backgrounds. Chapters present methodological issues within marketing research, sharing the researchers' experiences of what does and does not work, as well as discussing challenges and avenues for innovation.

Structural Equation Models - J. Christopher Westland 2019-04-05

This new edition surveys the full range of available structural equation modeling (SEM)

methodologies. The book has been updated throughout to reflect the arrival of new software packages, which have made analysis much easier than in the past. Applications in a broad range of disciplines are discussed, particularly in the social sciences where many key concepts are not directly observable. This book presents SEM's development in its proper historical context–essential to understanding the application, strengths and weaknesses of each particular method. This book also surveys the emerging path and network approaches that complement and enhance SEM, and that are growing in importance. SEM's ability to accommodate unobservable theory constructs through latent variables is of significant importance to social scientists. Latent variable theory and application are comprehensively explained and methods are presented for extending their power, including guidelines for data preparation, sample size calculation and the special treatment of Likert scale data. Tables of software, methodologies and fit statistics provide a concise reference for any research program, helping assure that its conclusions are defensible and publishable.