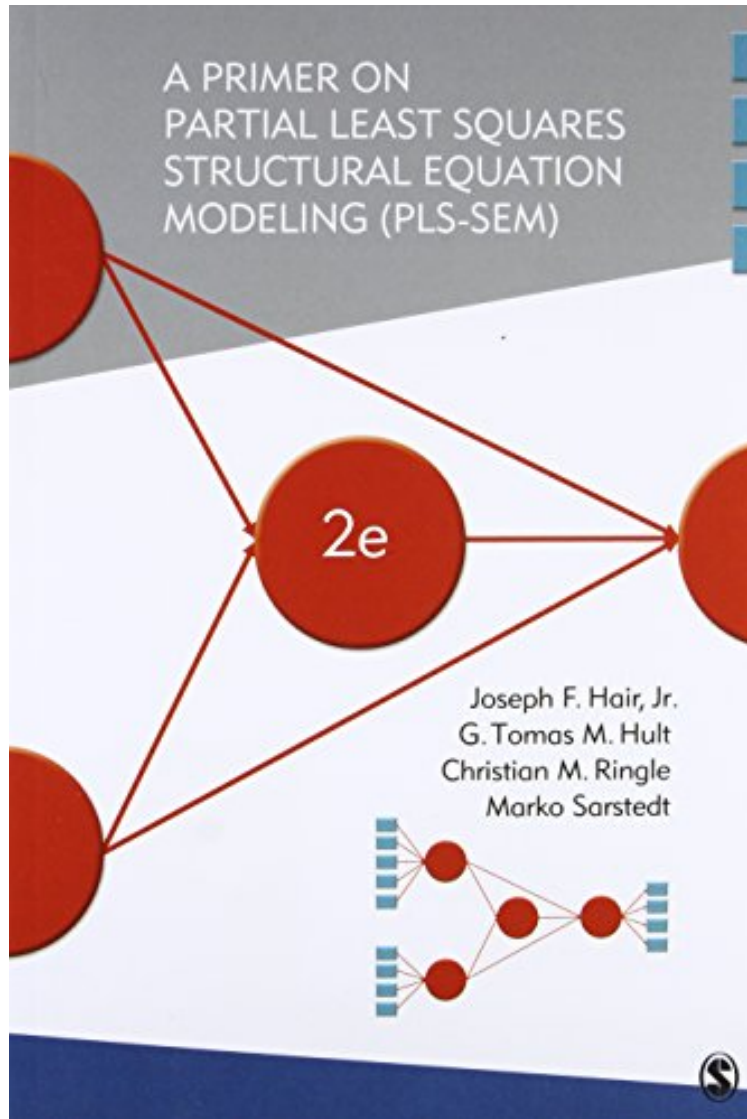


[Free download] A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)

A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)

Joe Hair, G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt
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Contents Preface About the Authors Chapter 1: An Introduction to Structural Equation Modeling Chapter 2: Specifying the Path Model and Examining Data Chapter 3: Path Model Estimation Chapter 4: Assessing PLS-SEM Results Part I: Evaluation of Reflective Measurement Models Chapter 5: Assessing PLS-SEM Results Part II: Evaluation of the Formative Measurement Models Chapter 6: Assessing PLS-SEM Results Part III: Evaluation of the Structural Model Chapter 7: Mediator and Moderator Analysis Chapter 8: Outlook on Advanced Methods Glossary References Author Index Subject Index

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By Thirty_plus This book has been written by the renowned authors in PLS-SEM, including the lead developer of SmartPLS. The contents are built up from the basics to more advanced discussions; focusing not only on the theoretical background but also on technical aspects. In short, new and existing users of PLS-SEM, and SmartPLS in particular, will benefit a lot from reading this book because the contents are very comprehensive. Many issues pertaining to PLS-SEM are addressed well in this book, such as how to calculate q^2 (this issue is often asked by students who use SmartPLS) and how does blindfolding work. I strongly recommend this book to all researchers using PLS-SEM as well as postgraduate students.
1 of 1 people found the following review helpful. Excellent resource on PLS Modeling!
By BAThe book is a great text not just for beginners, but also for more experienced users. It covers all the most essential aspects of PLS Modeling, and some more advanced issues. The language is clear and easy to understand. Its structure is excellent: each chapter includes very good summaries, as well as review and critical thinking questions, a glossary of key terms, and suggested readings to broaden the knowledge on the subject. My congratulations to the authors!

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.

"A text that students will find easy to read and enjoyable."--Toni M. Somers
"A text that students will find easy to read and enjoyable." (Toni M. Somers)
About the Author
Joe F. Hair, Jr. is Professor of Marketing, DBA Director and the Cleverdon Chair of Business in the Mitchell College of Business, University of South Alabama. He previously was Senior Scholar, DBA Program, Coles College of Business, Kennesaw State University, held the Copeland Endowed Chair of Entrepreneurship and was Director, Entrepreneurship Institute, Ourso College of Business Administration, Louisiana State University. He has authored over 60 books, including Multivariate Data Analysis (7th edition, 2010) (cited 140,000+ times), MKTG (10th edition, 2016), Essentials of Business Research Methods (2016), and Essentials of Marketing Research (4th edition, 2017). He also has published numerous articles in scholarly journals and was recognized as the Academy of Marketing Science Marketing Educator of the year. A popular guest speaker, Professor Hair often presents seminars on research techniques, multivariate data analysis, and marketing issues for organizations in Europe, Australia, China, India, and South America.
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