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

By Joe Hair, G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt

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A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), by Hair, Hult, Ringle, and Sarstedt, provides a concise yet very practical guide to understanding and using PLS structural equation modeling (PLS-SEM). PLS-SEM is evolving as a statistical modeling technique and its use has increased exponentially in recent years within a variety of disciplines, due to the recognition that PLS-SEM's distinctive methodological features make it a viable alternative to the more popular covariance-based SEM approach. This text?the only comprehensive book available to explain the fundamental aspects of the method?includes extensive examples on SmartPLS software, and is accompanied by multiple data sets that are available for download from the accompanying website (www.pls-sem.com).

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- Sales Rank: #1028842 in Books
- Published on: 2013-04-03
- Released on: 2013-04-17
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .74" w x 6.00" l, .95 pounds
- Binding: Paperback
- 328 pages

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Editorial Review

Review
The text is well written and relatively easy to understand. It provides abundant information without being overwhelming. It is very current. (Eleanor Witta 2012-11-21)

The author provided a great deal of practical advice on a variety of tangentially related topics that I think is great for students. (Richard S. Mohn 2012-11-21)

The book is of good quality as its content is easy-to-read, comprehensive, and up-to-date. Tourism researchers are highly recommended to read this book if they want to catch up with the latest trend of application of SEM techniques. (Lawrence Hoc Nang Fong and Rob Law *European Journal of Tourism Management*)

This book is a valuable reference to acquire basic grasps on PLS-SEM, especially for readers who do not have background in advanced statistics... The volume will undoubtedly become a basic reference for students, teachers, researchers, and practitioners interested in learning and teaching the fundamental concepts of PLS-SEM. (Adrian Leguina, University of Manchester)

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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