

PLS 2022

**2022 International
Conference
On Partial Least
Squares Structural
Equation Modeling
(PLS-SEM)**

**Organized by the
Faculty of Economics
and Business
Administration of
Babeş-Bolyai
University, Cluj-Napoca**

September 06 – 09, 2022,
Faculty of Economics and
Business Administration,
Babeş-Bolyai University,
Cluj-Napoca, Romania

**www.pls2022.org
#pls2022**

Dear participants of the PLS2022 conference and those interested in the event,

While the COVID-19 situation is slowly easing in many countries around the globe, we are still experiencing severe restrictions in daily life. China is one of the countries taking very strict measures to prevent a large-scale outbreak of a new virus variant - as evidenced by the organization of the Winter Olympics. Under these conditions, it will be a great challenge to hold the PLS2022 conference in Beijing in October 2022.

We have therefore decided to move the conference to Cluj-Napoca in Romania, where the Faculty of Economics and Business Administration at Babeş-Bolyai University (UBB) will host the event. UBB is the largest and oldest Romanian university, located at the crossroads of Eastern and Western European cultures. Measured by its position in the main global university rankings, UBB is the best higher education institution in Romania and the first and only Romanian university to be awarded 5 stars in an international QS-STAR audit. Cluj-Napoca is the second largest city in Romania (after Bucharest - the capital) and the largest in the historical region of Transylvania. The city is an important economic center of Romania, at the same time a cultural tourist attraction and one of the most important academic centers in Central, Eastern, and Southeastern Europe.

We have also moved the conference forward to September 6-9, 2022. The conference will kick off with a welcome reception and dinner, which gives us the opportunity to catch up with old friends and make new ones – something most of us have longed for after months of isolation. The main conference will be held on September 7 and 8, 2022 with the keynote speech by Joe F. Hair (University of South Alabama, USA) and parallel sessions. September 9, 2022 will conclude the event with field trip opportunities. For more information about the program, please visit <https://www.pls2020.org/program/>.

All authors of previously accepted papers will have the opportunity to present their research results at the PLS2022 conference. In addition, all previously accepted papers have the opportunity to be published in the conference proceedings, provided that at least one of the authors is registered for the conference: <https://www.pls2020.org/call-for-papers/proceedings/>. We also continue to accept new conference submissions until May 15, 2022: <https://www.pls2020.org/call-for-papers/call-for-papers/>. We will keep the conference system open for new registrations until July 15, 2022: <https://en.xing-events.com/pls2022ubb>.

If you are unable to travel to Cluj, we offer online conference participation as we are planning a hybrid format for the conference presentations. Nevertheless, we would be very happy to see you in person in Cluj. If you have booked one of the pre-conference workshops, you will receive a complementary one-month license for the PLS-SEM-Academy (<https://www.pls-sem-academy.com/>), which offers a series of online courses on basic and advanced topics in PLS-SEM (e.g., higher-order models, measurement invariance, latent class analysis). If you are unable to attend the conference, please contact us by email.

Key dates:

- Place: Babeş-Bolyai University, Cluj-Napoca, Romania
- Submission deadline: May 15, 2022
- Registration deadline: July 15, 2022 (early bird: June 15, 2022)
- Welcome reception and dinner: September 6, 2022
- Main conference: September 7-8, 2022
- Field trips: September 9, 2022
- Keynote speech by Prof. Joe Hair on September 7, 2022

And don't miss the next PLS2022 Prelude #4 online session: <https://www.pls2020.org/prelude-events/prelude-4/>

Several journals are dedicating special issues or sections to the PLS2022 conference, including the Journal of Business Research and the International Journal of Contemporary Hospitality Management. For further details, please take a look at this webpage: <https://www.pls2020.org/call-for-papers/special-issues/>.

We are sorry for the inconvenience that this move of the conference might cause. We trust that you understand the reasons for this and that you will join us in Cluj-Napoca on these new dates. We remain very enthusiastic about the event and look forward to a fantastic PLS2022 conference in Romania with a large number of participants from all continents.

We apologize for the inconvenience caused by the postponement of the conference. We trust that you will understand the reasons for our decision and that you will join us in Cluj-Napoca on these new dates. We are extremely enthusiastic about the event and look forward to a fantastic PLS2022 conference in Romania with excellent hosts and a great number of participants from all continents.

We hope to meet you face to face in Cluj-Napoca in September.

Best regards,

Dr. Lăcrămioara Radomir, Dr. Răzvan V. Mustață, Dr. Ovidiu I. Moisescu, Dr. Christian M. Ringle, Dr. Marko Sarstedt, Dr. Yide Liu, Dr. Huiwen Wang