

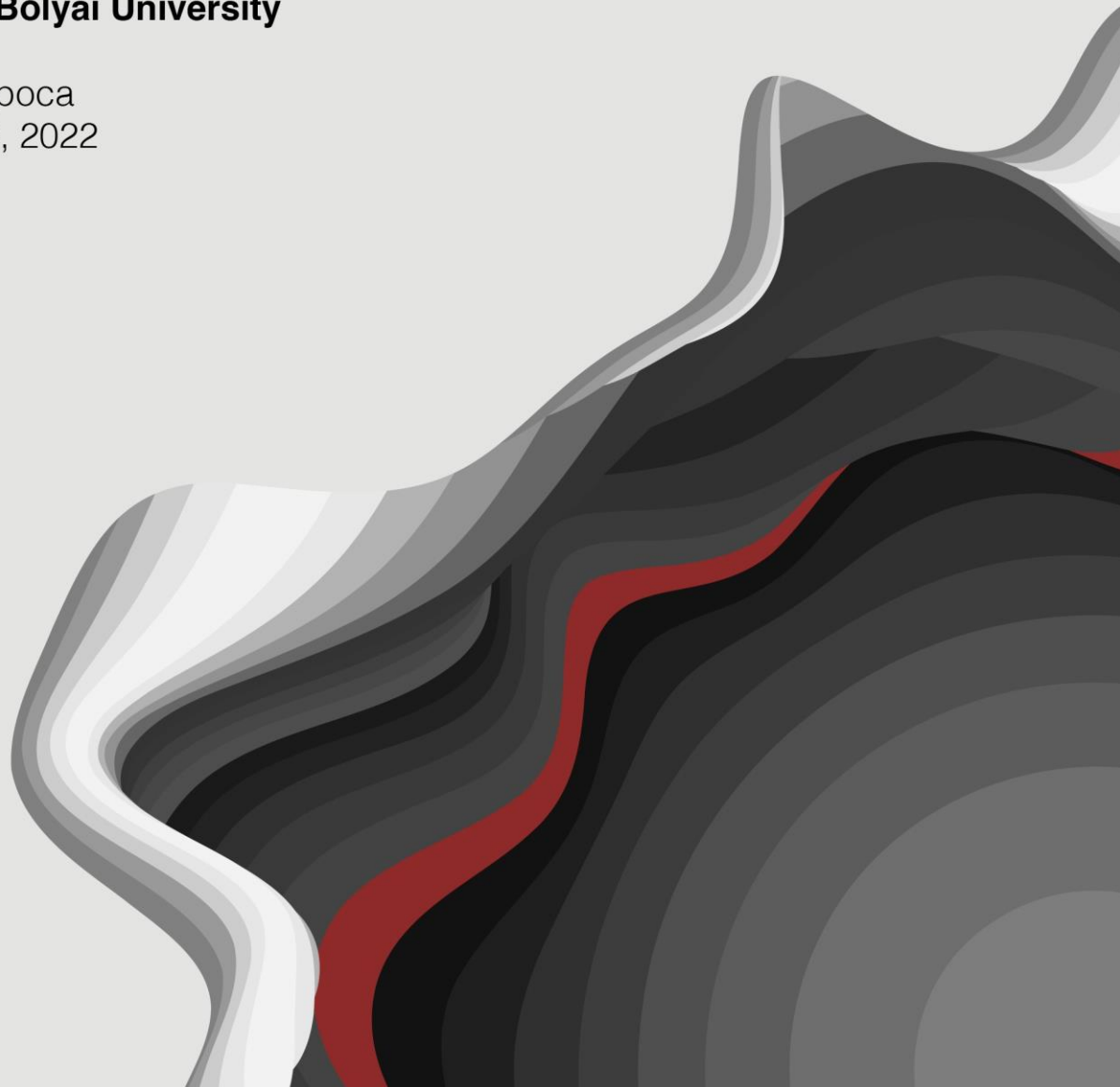
**PLS**  
**2022**



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

**Organized by  
Faculty of Economics and Business Administration  
Babeş-Bolyai University**

Cluj-Napoca  
Sep 6-9, 2022



# Conference Program

PLS  
2022

## September 6, 2022 (Tuesday)

### Welcome Reception & Dinner

**18:00 - 22:00:** Catch-up with friends & collaborators, meet new people, make connections Euphoria Biergarten

## September 7, 2022 (Wednesday)

### Conference Opening & Parallel Conference Sessions

**9:00 - 10:30:** Opening Ceremony Speech, AULA FSEGA, 1st Floor

Conference Organizers

Meet the editors - presentation of special issues linked to the PLS2022 conference:

- *Journal of Marketing Analytics*, **Maria Petrescu**, Embry-Riddle Aeronautical University, U.S.A.
- *Data in Brief*, **Noemi Sinkovics**, University of Glasgow, Scotland
- *Journal of Business Research*, **Christian M. Ringle**, Hamburg University of Technology, Germany

**10:30 - 11:00:** Coffee Break, FSEGA Lobby, 1st Floor

**11:00 - 12:30:** Parallel Conference Sessions

**12:30 - 14:00:** Lunch Break, FSEGA Lobby, 1st Floor

**14:00 - 15:30:** Parallel Conference Sessions

**15:30 - 16:00:** Coffee Break, FSEGA Lobby, 1st Floor

**16:00 - 17:30:** Parallel Conference Sessions

## September 8, 2022 (Thursday)

### Parallel Conference Sessions & Conference Closing

**9:00 - 10:30:** Parallel Conference Sessions

**10:30 - 11:00:** Coffee Break, FSEGA Lobby, 1st Floor

**11:00 - 12:30:** Parallel Conference Sessions

**12:30 - 14:00:** Lunch Break, FSEGA Lobby, 1st Floor

**14:00 - 15:30:** Parallel Conference Sessions

**15:30 - 16:00:** Coffee Break, FSEGA Lobby, 1st Floor

**16:00 - 17:30:** Parallel Conference Sessions

**17:45 - 18:30:** Conference Closing

Keynote Speech: Joe F. Hair, University of South Alabama, U.S.A.

Conference Closing Speech: Conference Organizers

**19:00 - 23:00:** Conference Gala Dinner, Hotel Univers T

## September 9, 2022 (Friday)

**Option 1:** Field trip to Turda Salt Mine and Turda Gorge (traditional lunch included); from 9:00 to 17:00

**Option 2:** Guided city sightseeing of Cluj-Napoca; from 10:00 to 13:00

2022

# Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & TIME

PLS  
2022

SEPTEMBER 7

Cluj-Napoca, Sep 6-9, 2022

## ROOM 1

11:00 - 12:30

**Topic: Data (1)**

Discussant(s): Santha Vaithilingam & Yide Liu

- (1) *PLS-SEM for Compositional Data*  
Lu, Shan; Wang, Huiwen; Ouyanga, Yuezheng; Liu, Yide
- (2) *Handling Missing Data with Partial Least Squares Structural Equation Modeling and Expectation-Maximization Techniques*  
Liu, Yide
- (3) *Evaluation of Underlying Assumptions and Robustness Checks in PLS-SEM – A Review Study*  
Vaithilingam, Santha; Ong, Chu Sun; Nair, Mahendhiran; Sarstedt, Marko

14:00 - 15:30

**Topic: Data (2)**

Discussant(s): Nicholas P. Danks & Ralf Wagner

- (1) *Empirical Validation of the 10-Times Rule for SEM*  
Wagner, Ralf; Grimm, Malek Simon
- (2) *Challenges to Validity of Partial Least Squares Structural Equation Modeling: StablePLS*  
Danks, Nicholas P.; Ray, Soumya; Chiu, Chao-Min; Hsu, Jack
- (3) *Discovering Issues in Cross-Cultural Adaption of Questionnaire through PLS-SEM Analysis*  
Reza, Fariha; Amir, Huma

16:00 - 17:30

**Topic: PLS-PM Theory and Applications in the Psycho-Social Context**

Discussant(s): Puja Khatri & Christine Balague

- (1) *PLS Path Modeling for Language-Based Psychological Theory*  
Pasca, Paola; Signore, Fulvio; Ciavolino, Enrico
- (2) *Specifying Formative Subjective Financial Well-Being Index: A Closer Look of Investors' Behaviour During Uncertain Times*  
Shiva, Atul; Kushwaha, Bijay Prasad; Damberg, Svenja; Khatri, Puja; Shahi, Shashi K.
- (3) *Impact of Financial Literacy & Peer Influence on Financial Behavior among SHG Members in India – A PLS SEM-based Model*  
Malhotra, Nishi; Baag, Pankaj Kumar
- (4) *Understanding the Role of Consumer Psychological Motives in Smart Connected Objects Appropriation: A Higher Order PLS-SEM Approach*  
Zhong, Zeling; Balagué, Christine

## ROOM 2

11:00 - 12:30

**Topic: Destinations and Tourists' Behaviour (1)**

Discussant(s): Gabriel A. Cepeda Carrión & Xuelin Xian

- (1) *From Service Dominant Orientation to intention to recommend in the tourism sector: An explanatory and predictive study with PLS-SEM*  
Ortega-Gutierrez, Jaime; Cepeda-Carrión, Gabriel A.; Alves, Helena; Cepeda-Carrión, Ignacio
- (2) *Exploring Consumer Acceptance Behavior of Virtual Reality in Tourism Economy: A Structural Equation Model*  
Xian, Xuelin
- (3) *A Business Model Adoption Based on Tourism Innovation: Applying a Gratification Theory to Mobile Applications*  
Palos-Sanchez, Pedro R.; Saura, Jose Ramon; Cepeda-Carrión, Gabriel A.; Velicia-Martin, Felix

14:00 - 15:30

**Topic: Entrepreneurship (1)**

Discussant(s): Márton Gosztonyi & Ramayah Thurasamy

- (1) *Personality Traits and Risk Propensity of Entrepreneurs and Managers in the Western Amazon*  
Barbosa, Raul Afonso Pommer; Siena, Osmar
- (2) *Business Innovation in Eastern Central Europe – Analysing Innovative Enterprises Using the PLS-SEM and NCA Methods*  
Gosztonyi, Márton
- (3) *Handling Bottlenecks for an Enduring Organizational Resilience: Let's Merge the Two Forces!*  
Vengirasamy, Shela; Thurasamy, Ramayah; Ahmad, Noor Hazlina
- (4) *The Influence of Facebook on the Cocreation of Value: Evidence from the Moroccan Fast-Food Industry*  
Hassouni, Mohammed; Chakor, Abdellatif; Mourad, Siham

16:00 - 17:30

**Topic: Entrepreneurship (2)**

Discussant(s): Joel Bonales Valencia & Serap Korkarer

- (1) *Agribusiness Competitive Structural Model*  
Bonales Valencia, Joel
- (2) *The Relationship Between the Institutional Context and Entrepreneurship Typologies: The Moderator Role of Environmental Dynamism*  
Korkarer, Serap; Hızıroğlu, Mahmut; Hair, Joseph F.
- (3) *Social Capital and Incubated SMEs' Access to Informal and Semi-Formal Finance. A Case of Tanzanian Incubated SMEs*  
Kibona, Deogratias; Dornberger, Utz; Nabi, M. Noor Un
- (4) *Mindful Leadership under Fire: A Validation Study of a Hierarchical Component Model*  
Gapud, Stephanie; Hair, Joseph F.

## ROOM 3

11:00 - 12:30

**Topic: Human Resource Management (1)**

Discussant(s): Sumedha Dutta & Preeti Kumari

- (1) *Turning Around Turn Over Intention: Uncovering Unobserved Heterogeneity Through FIMIX-PLS and PLS-POS Among Employees of Tourism Industry In India*  
Khatri, Puja; Dutta, Sumedha; Kumari, Preeti; Kaur Duggal, Harshleen; Kaushik, Neeraj; Shiva, Atul
- (2) *Impacts of Job Satisfaction, Job Stress and Perceived Organizational Support on Turnover Intention*  
Nam, Tran The; Nguyen Ngoc, Hanh; Nhung, Pham Thi Tuyet
- (3) *Effects of Human Resources Management Practices on Supply Chain Responsiveness in Tanzanian Tourist Hotels: Mediating Role of Employee Job Satisfaction*  
Magova, Gerald; Kessy, Severine
- (4) *Enhancing Hazard Control at Workplaces: The Roles of Safety Support and Employee Involvement*  
Dominic, Theresia; Nkolimwa, Dominic; Jani, Dev

14:00 - 15:30

**Topic: Corporate Governance and Related Practices (1)**

Discussant(s): Louis Philippe Simbulan & Stratos Moschidis

- (1) *The Moderating Role of Corporate Governance Mechanisms, Merger's and Firm's Characteristics on the Impact of Merger Activity on Firm Value, Firm Performance and Tax Effectiveness: An Empirical Study Using Structural Equation Modeling*  
Simbulan, Louis Philippe; Ferrer, Rodiel
- (2) *A PLS-SEM Model on Auditing and GDPR: The Mediating Role of Internal Audit Between Management Support and GDPR Implementation*  
Moschidis, Stratos; Drogalas, George; Chatzipetrou, Evrikleia; Zisiopoulou, Paraskevi
- (3) *Entrepreneurial Orientation in Government-Owned Bank: Do They Improve Competitive Advantage?*  
Basbeth, Firdaus; Susanti, Yulita
- (4) *Intention Mediating Self Efficacy and Consequences Relationship with Academic Dishonesty*  
Dzakadzie, Yayra

16:00 - 17:30

**Topic: Sustainable Consumption**  
Discussant(s): Fabio Cassia & Francesca Magno

- (1) *The Value of Self-determination Theory to Predict Consumer behaviors: Insights from the Application of PLS-SEM to Adoption and Use of Anti-Food Waste Apps*  
Cassia, Fabio; Magno, Francesca
- (2) *Predicting Sustainable Consumption Behavior of Europeans Using the CVPAT Approach*  
Frömbling, Lena; Damberg, Svenja; Saari, Ulla A.; Ringle, Christian M.
- (3) *The Impact of Subjective Norms, Perceived Behavioral Control, and Purchase Intention on Purchase Behavior of Eco-Friendly Food Packaging Products*  
Castillo-Apraiz, Julen; Palma-Ruiz, Jesús Manuel; García-Montes, Mauricio Iván
- (4) *Sustainability of food waste in agrifood, case of study: Michoacán, Mexico*  
Ruiz-Morales, Bezabé; Espitia-Moreno, Irma Cristina; Gastélum-Valdez; Jesús

## ROOM 4

11:00 - 12:30

**Topic: Strategic Issues in Businesses (1)**  
Discussant(s): Javier Martínez Falcó & Deusdedit Augustine Rwehumbiza

- (1) *Non-linear Relationship Between Intellectual Capital And Hotel Performance: Quadratic Effect In PLS-SEM*  
Ruiz-Fernández, Lorena; Marco-Lajara, Bartolomé; Seva-Larrosa, Pedro; Martínez-Falcó, Javier
- (2) *Enhancing the Competitiveness of Manufacturing Firms Through Supply Chain Strategies*  
Rwehumbiza, Deusdedit Augustine; Myamba, Benitha
- (3) *Entrepreneurial Culture, Management and Innovation of Dairy Industries in Greece, in a Bureaucracy Environment*  
Falaras, Athanasios; Moschidis, Odysseas
- (4) *An Application of Structural Equation Modelling in Determinants of Customer-Based Brand Equity (cbbe) in the Banking Sector*  
Nagar, Neha; Gupta, Sandeep Kumar; Kaur, Gurpreet; Prasad, Lalit; Mishra, Priyanka

14:00 - 15:30

**Topic: Strategic Issues in Businesses (2)**  
Discussant(s): Lorena Ruiz-Fernández & Julien Troiville

- (1) *Exploring the Interrelationship among Management Accounting Systems, Decentralization, and Organizational*  
Pedroso, Elsa; Gomes, Carlos F.
- (2) *The U-Shape Influence of Family Involvement in Hotel Chain: Examining Dynamic Capabilities in PLS-SEM*  
Ruiz-Fernández, Lorena; Rienda, Laura; Andreu, Rosario
- (3) *Trade Facilitation Measures and Competitiveness of Export Manufacturers: Lessons from a Transport Complex Economy*  
Masanja, Cosmas; Rwehumbiza, Deusdedit Augustine
- (4) *Extending the Retailer Brand Equity Model: Cross-Validation and Predictive Assessment Using PLS-SEM*  
Troiville, Julien

16:00 - 17:30

**Topic: Strategic Issues in Businesses (3)**

Discussant(s): Jaime Ortega-Gutierrez & John Parnell

- (1) *Sustainability and Performance at Private Universities: A High-Order- Formative PLS- Structural Equation Modelling*  
Hernandez-Diaz, Paula Marcela; Polanco, Jorge-Andrés
- (2) *Enhancing Organizational Resilience Through Corporate Purpose and Participatory and Collaborative Methodologies*  
Florez-Jimenez, María Paula; Lleo, Alvaro; Rey, Carlos
- (3) *Market Strategy, Nonmarket Strategy, and Firm Performance: A Configurational Perspective*  
Parnell, John
- (4) *Building Organisational Agility through an Unlearning Context in Industrial Companies*  
Cepeda-Carrión, Ignacio; Ortega-Gutierrez, Jaime; Cepeda-Carrión, Gabriel A.; Cegarra-Navarro, Juan Gabriel

## ROOM 5

11:00 - 12:30

**Consumer Behavior, Experience and Engagement (1)**

Discussant(s): Cristina Fleşeriu & Katarina Kostelić

- (1) *The Use of Online Coupons at Fast Food Restaurants and the Impact of Customers' Proneness on Their Usage*  
Carranza Vallejo, Rocío; Díaz Sánchez, Estrella; Martín-Consuegra Navarro, David
- (2) *The Role of Affective States within the Theory of Planned Behavior for Romanian and Croatian Buyers of Organic Products*  
Kostelić, Katarina; Bocăneţ, Vlad; Fleşeriu, Cristina
- (3) *Intention, Government Regulation, Self-Regulatory Efficacy, Subjective Norm, Idolatry and Consumer Behaviour in Purchasing Pirated Compact Disks (CDs) in Mainland Tanzania*  
Mohamed Mushi, Hellena
- (4) *Antecedents of Satisfaction and Loyalty in Different Spectator Tribes in a Football Context*  
Lamberti, Giuseppe; Rialp, Josep; Simon, Alexandra

14:00 - 15:30

**Topic: Mobile Payments, Internet Use and Online-Shopping**

Discussant(s): Vasilica Maria Margalina & Siew-Imm Ng

- (1) *From Cash to Digital Mobile Payment: Does Inertia Play a Significant Role in Indonesia?*  
Nelloh, Liza Agustina Maureen; Lin, Jimmy; Hartono, Dang Arif
- (2) *An Empirical Research of Innovative Electronic Payment towards Reuse Intention in China*  
Chaipoo Pirutana, Sirion; Zhu, Bing
- (3) *Similarities in Factors Affecting Online Shopping Intention in Ecuador and Perú: A Multigroup Analysis*  
Margalina, Vasilica-Maria; Cutipa-Limache, Alberto Magno
- (4) *How Do I Engage Customers? Investigating Roles of Affordances and Anthromorphism in Retail App Continuance Use Intention*  
Ng, Siew-Imm; Lim, Xin Jean



2022

# Parallel Conference Sessions

ORGANIZED BY DATE, ROOM, & TIME

PLS  
2022

SEPTEMBER 8

Cluj-Napoca, Sep 6-9, 2022

## ROOM 1

9:00 - 10:30

**Topic: Methods (1)**

Discussant(s): Sandra Streukens & Sophie Dominique

- (1) *Partial Least Squares Structural Equation Modeling-Based Discrete Choice Modeling: An Illustration in Modeling Hospital Choice with Latent Class Segmentation*  
Lichters, Marcel; Fischer, Andreas; Gudergan, Siegfried P.
- (2) *Comparing Local vs Global Clustering with FIMIX-PLS. Application to Marketing*  
Dominique, Sophie; Hanafi, Mohamed; Llobell, Fabien; Ferrandi, Jean-Marc; Cariou, Véronique
- (3) *How and When to Use Gaussian Copulas in PLS-SEM to Treat Endogeneity Problems?*  
Becker, Jan-Michael
- (4) *Non-Nested Model Comparison: The Parametric Status Quo as a First Step to Make it Work in a Non-Parametric PLS-SEM Setting*  
Streukens, Sandra

11:00 - 12:30

**Topic: Data (3)**

Discussant(s): José Luis Roldán & Enrico Ciavolino

- (1) *Moderation Analysis in Management Research: Common Issues, Solutions, and Guidelines for Future Research*  
Xu, Yujing; Shiau, Wen-Lung
- (2) *A Structural Equation Modeling PLS Tale: A Bibliometric Content Analysis*  
Ciavolino, Enrico; Aria, Massimo; Sarstedt, Marko; Ringle, Christian M.
- (3) *PLS-SEM Application in the Field of Business Economics: A Bibliometric Analysis*  
Roldán, José L.; Leal-Rodriguez, Antonio L.; Albort-Morant, Gema; Sanchis-Pedregosa, Carlos
- (4) *On a Quest to Open PLS-SEM: Assessing the State-of-the-art in Replication, Reproducibility, and Open Science in PLS-SEM*  
Adler, Susanne, J.; Radomir, Lăcrămioara; Sarstedt, Marko; Ringle, Christian M.



14:00 - 15:30

**Topic: Methods (2)**

Discussant(s): Marko Sarstedt & Giuseppe Lamberti

- (1) *Missing Values in RGCCA: Algorithms and Comparisons*  
Peltier, Caroline; Le Brusquet, Laurent; Lejeune, Francois-Xavier; Moszer, Ivan; Tenenhaus, Arthur
- (2) *Testing Necessary Conditions in PLS Structural Equation Models – An Illustration in the Context of Technology Acceptance*  
Richter, Nicole F.; Schubring, Sandra; Hauff, Sven; Ringle, Christian M.; Sarstedt, Marko
- (3) *Hybrid Multigroup PLS-SEM*  
Lamberti, Giuseppe

16:00 - 17:30

**Topic: Methods (3)**

Discussant(s): Rolando Gonzales Martinez & Julien Troiville

- (1) *Using PLS-SEM Algorithm and the Importance-Performance Map Analysis to Generate Operational Findings in Marketing*  
Troiville, Julien
- (2) *The Use of a PLS-Agent Based Simulation to Understand the Dynamics of Co-Creation Groups and Their Outcomes*  
Peralta, Alberto; Petrevska Nechkoska, Renata
- (3) *Modelling the Impact of the Grand Challenges in International Business: A Methodological Comparison of PLS-SEM Methods against a Catastrophic Cuspoid Model*  
Gonzales Martinez, Rolando
- (4) *The Use of PLS-SEM in Engineering: A Tool to Apply the Design Science*  
Mariano, Ari Melo; Pla, Ana Bárbara

## ROOM 2

9:00 - 10:30

**Topic: Human Resource Management (2)**

Discussant(s): Fang Shu Qi & Tai Ming Wut

- (1) *Does Team Emotion Matter? Investigating the Relationship between Team Interaction and Team Effectiveness for Crisis Virtual Teams*  
Yu, Xiaodan; Wu, Jiale; Shen, Yuanyanhang
- (2) *Colleagues' Support and Work Engagement of Salespeople: PLS-SEM and Necessary Condition Analysis*  
Wut, Tai Ming
- (3) *The Effect of Job Stress on Medical Professionalism among Doctors in China: The Role of Humor*  
Qi, Fang Shu; Ramayah, Thurasamy
- (4) *Mediating Effects of Anxiety and Resiliency Between Spirituality and Professional Commitment among Certified Public Accountants During CoVID19 Pandemic*  
Salcedo, Arnold; Salcedo, Shane

11:00 - 12:30

**Topic: Finance**

Discussant(s): John Pagaddut & Deogratius Kibona

- (1) *Dynamic Analysis of the Determinants of the EUA Carbon Price - A Robust Partial Least Squares Method Based on OHLC Data*  
Huang, Wenyang; Wang, Huiwen; Wei, Yigang
- (2) *The Mediating Effect of Financial Ratios on the Relationship between Business Combination and Abnormal Returns Using Multi-Variate Analysis with Latent Variables*  
Pagaddut, John; Ferrer, Rodiel
- (3) *Facilitating Incubated Enterprises' Access to Non Formal Finance in Tanzania. Do Business Incubators Play a Financial Intermediation Role?*  
Kibona, Deogratias
- (4) *Fintech Loans Continuance Intention: How Far Can Self-Efficacies Go?*  
Danilola, Samuel; Odeniran, Adewumi; Otonne, Adewumi

14:00 - 15:30

**Topic: Leadership (1)**

Discussant(s): Ahmed Mohamed & Rosemary Selestine Massae

- (1) *Integrated Leadership as a Reflective-Formative Model: Assessing an Integrated Principal Leadership Practices Construct*  
Mohamed, Ahmed; Zabidi Abdul Razak, Ahmad; Abdullah, Zuraidah
- (2) *Does Transformational Leadership and Work Organization a Matter for workforce agility?*  
Loo, Joshua Teck Khun; Chew, Gavin Loo Leong; Kiumarsi, Shaian; Tan, Doris Hong Hooi; Lee, Heng Wei
- (3) *The Interplay Between Push Factors and Transformational Leadership in Influencing Inter- Organizational Labour Mobility in Public Sector*  
Massae, Rosemary Selestine; Rwehumbiza, Deusdedit Augustine; Sanga, John
- (4) *Please Don't Leave Us - Testing a Model of Turnover Intention for Validity and Stability Over Time*  
Ehrlich, Janna; Ringle, Christian M.

16:00 - 17:30

**Topic: Human Resource Management (3)**

Discussant(s): Rebecca VanMeter & Debolina Dutta

- (1) *Predicting the Performance of New Hires: The Role of Humility, Interpersonal Understanding, Self-Confidence, and Flexibility*  
Dutta, Debolina; Vedak, Chaitali; Varghees, Joseph
- (2) *Does The Type of Sales Position Matter? A Multi-Group Analysis of Inside vs. Outside Sales*  
Matthews, Lucy; Edmondson, Diane; VanMeter, Rebecca
- (3) *Using SmartPLS in Determining HR Competencies That Influence the Performance of the Commercial Banks in Developing Countries*  
Thomas, Tumsifu
- (4) *Why Can't I Get a Job? Exploring the Drivers of Perceived Employability among Fine Art Graduates*  
Lim, Xin Jean

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## ROOM 3

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9:00 - 10:30

**Topic: Sustainability Practices in Organisations**

Discussant(s): Randy Riggs & Baffoe Benjamin Ohene Kwapong

- (1) *Receptivity of Eastern and Southern African English-speaking Countries Executives to Use, Diffuse and Adopt Humanitarian Logistics Digital Business Ecosystem (HLDBE)*  
Baffoe, Benjamin Ohene Kwapong; Luo, Wenping
- (2) *Running in Circles Can Pay Off If Environmental Uncertainty Allows: A Conditional Mediation Model*  
Riggs, Randy; Felipe, Carmen; Roldán, José Luis; Real, Juan C.
- (3) *Does Green Innovation Mediate the Green Intellectual Capital-Green Performance Relationship? Evidence from the Spanish Wine Industry*  
Marco-Lajara, Bartolomé; Zaragoza-Sáez, Patrocinio; Martínez-Falcó, Javier; Ruiz-Fernández, Lorena

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11:00 - 12:30

**Topic: Consumer Behavior, Experience and Engagement (2)**

Discussant(s): Jun-Hwa Cheah & Xin Jean Lim

- (1) *Do Types of Retail Matter? The Impact of Retail Integration on Patronage Intention towards Omni-Channel Retailing*  
Lim, Xin Jean; Cheah, Jun-Hwa; Ting, Hiram
- (2) *Factors Influencing Consumer Decision: Comparison between Ride-Hailing Consumers In China and Indonesia Using PLS-SEM*  
Gunarso, Gatot; Guo, Xiaoling; Kembaren, Julbintor; Guo, Wen Jun; Garcia, Gabriela
- (3) *The Sustainability, Hedonic, Utilitarian and Social Benefits of Car Sharing: Evidence from Tanzania*  
Jani, Dev; Philemon, John

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14:00 - 15:30

**Topic: Consumer Behavior, Experience and Engagement (3)**

Discussant(s): Ari Mariano & Suryo Wibowo

- (1) *A Three-Dimensional Integrated Trust Model in Online Shopping Environment*  
Cao, Cong; Yan, Jun; Li, Mengxiang
  - (2) *Consumer Health Literacy and Intention to Use of Complementary Alternative Medicine in the Covid-19 Pandemic: A PLS-SEM Analysis*  
Christian, Michael; Yulita, Henilia; Nan, Guan; Wibowo, Suryo; Indriyarti, Eko; Sunarno, Sunarno; Melati, Rima
  - (3) *Patient Satisfaction of Brazilian Military Healthcare System An Exploratory Study by Multivariate Analysis*  
Mariano, Ari Melo; Rodrigues Pacheco, Ronaldo; Borges Simão Monteiro, Simone; Ladeira, Marcelo
  - (4) *The Effect of Pharmacist's Role on Patient Understanding and Satisfaction during the Provision of a Cost-Effective Pharmacist-Led Intervention*  
Manfrin, Andrea
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16:00 - 17:30

**Topic: Corporate Governance and Related Practices (2)**

Discussant(s): Francis Muya & Joel Bonales Valencia

- (1) *The Effects of Marketing Orientation on the Performance of Higher Learning Institutions in Tanzania*  
Muya, Francis; Tundui, Hawa
- (2) *The Moderating Effect of Top Management Support on Key Attributes to e-Government Implementation Success in Developing Countries: A Study of Ugandan Ministries*  
Kagoya, Sumaya; Mbamba, Ulingeta
- (3) *Public Higher Education Organizational Climate's Structural Model*  
Bonales Valencia, Joel

## ROOM 4

9:00 - 10:30

**Topic: Advertising and Social Media**

Discussant(s): Nii Nookwei Tackie & Haitham Alghanayem

- (1) *A Study on the Factors Affecting Consumers' Purchase of Products Recommended by Influencers*  
Peng, Feitang; Yao, Zhong; Jing, Luan; Qing, Zhao
- (2) *Advertisements That Follow Users Online and Their Effect on Consumers' Satisfaction and Expectation Confirmation. Evidence from the Tourism Industry*  
Alghanayem, Haitham; Lamberti, Giuseppe; Lopez Sintas, Jordi
- (3) *Understanding and Mitigating Buyer's Perceived Uncertainty in Social Commerce Transactions: Consideration of the Characteristics of the Social Media Page and the Seller's Customer Service Orientation*  
Kanani, Renger; Glavee-Geo, Richard
- (4) *Does Losing One's Self-Control on Social Media Influence Online Purchase Behavior? A Self-Regulatory Theory Perspective*  
Tackie, Nii Nookwei; Anning-Dorson, Thomas; Tweneboah-Kodua, Ernest Y.

11:00 - 12:30

**Topic: Education**

Discussant(s): Hongfeng Zhang & Simeo Kisanjara

- (1) *PLS and Educational Research: Epistemological and Methodological Interpretations in Philosophy*  
Zhang, Hongfeng; Yan, Haoqun
- (2) *Structural Equation Modeling Implementation of e-Learning in Tanzanian Universities*  
Kisanjara, Simeo; Tossy, Titus; Sife, Alfred
- (3) *An Investigation of Predictive Relationships Between University Students' Online Learning Power and Learning Outcomes in a Blended Course*  
Zhu, Yue; Li, Ming Hua; Li, Lu; Huang, Rong Wei; Zhang, Jia Hua
- (4) *Academic Enthusiasm and Creativity among Children from Vulnerable Communities: The Role of Computers*  
Hwang, Li-Ann; Vaithilingam, Santha; Ng, Jason; Nair, Mahendhiran

14:00 - 15:30

**Topic: Destinations and Tourists' Behaviour (2)**

Discussant(s): Nina Krey & Rocío Carranza Vallejo

- (1) *Tourist Destination Residents' Word of Mouth Communication during the Pandemic: Exploring Potential Antecedents and Moderators*  
Šerić, Maja; Ozretić Došen, Đurđana; Mikulić, Josip
- (2) *Toward the Understanding of the Effects of Smart Consumer Experience in Tourism Destinations*  
Díaz, Estrella; Carranza Vallejo, Rocío; Sánchez-Camacho, Carlos; Martín-Consuegra, David
- (3) *The Relationship among Perceived Value, Tourist Satisfaction and Citizenship Behaviors: The Difference Between Overnight Tourists and Non-Overnight Tourists*  
Lin, Yangpeng; Zhang, Di; Zhang, Hongfeng
- (4) *That's Not What I Heard! Exploring the Role of Negative Word-of-Mouth, Cognitive Image, and Affective Image in Driving Attitudinal and Behavioral Destination Preferences*  
Krey, Nina; Tom Dieck, M. Claudia; Wu, Shuang; Fountoulaki, Paraskevi

16:00 - 17:30

**Topic: Leadership (2)**

Discussant(s): Stephanie Gapud & Gerald Zachary Paga Tinali

- (1) *Does Coercive Pressure Matter on the Practices and Performance of Procurement in Public Sector*  
Tinali, Gerald Zachary Paga
- (2) *When Navigating Uncertainty Lead Mindfully*  
Gapud, Stephanie; Hair, Joseph F.
- (3) *Participative Leadership is the Discriminating Factor for Country Performance during Covid- 19 Pandemic*  
Gapud, Stephanie; Faint, George

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**2022**