PLS 2022

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

Organized by Beihang University and Macau University of Science and Technology

October 25-28, 2022,
Beihang University,
Beijing, China

www.pls2022.org
#pls2022

Welcome to PLS2022 in Beijing, China!

We would like to invite you to attend this three-day meeting of researchers and practitioners who apply and advance partial least squares structural equation modeling (PLS-SEM) across all fields of scientific inquiry.

Subject and disciplines: Applications and/or methodological advances of PLS-SEM; contributions from all disciplines are welcome.

Submissions, deadline, and format: Please submit your **abstract** or **full paper** before August 31, 2022. Please follow our **submission guidelines** exactly (see www.pls2022.org).

Proceedings: We will consider all accepted submissions for publication in the conference proceedings to be published by Springer.

Special issues: Several special issues (SSCI and SCOPUS) will support the conference.

Keynote speaker: Prof. Dr. Joe Hair, University of South Alabama, USA.

Social program highlights: Gala dinner, half-day cultural immersion trip after the conference.

Information, abstract submission, and registration: www.pls2022.org

Leading PLS-SEM researchers will hold **two preconference workshops** on October 25, 2022: (1) PLS-SEM basics and (2) advanced PLS-SEM. For more information and registration, visit www.pls2022.org.

The PLS2022 conference is aimed at bringing the community of researchers and practitioners empirically applying and/or methodologically advancing the PLS-SEM method together. PLS2022 welcomes both novices and world-leading experts on the method. In its spirit of sharing and caring, this special conference will endeavor to develop the method further in all respects. We believe that the PLS2022 results will guide PLS-SEM research strongly during the coming years. In addition, PLS2022 will emphasize the rigor of and set new standards for the method's application. Against this background, we look forward to receiving the following types of submissions:

- **Applications of PLS-SEM:** The conference will highlight best-practice PLS-SEM applications in various disciplines. In particular, we welcome PLS-SEM applications in marketing, international business, strategic management, information systems, accounting, human resource management, organizational behavior, service management, operations management, and innovation management. However, submissions from fields outside the social sciences that use PLS-SEM are highly welcome (e.g., computer science, engineering, medicine, etc.).
- **Methodological advances:** PLS2022 will be a platform for the fruitful exchange of new concepts and methodological advances in the field. Some of the emerging topics include factor-based vs. composite-based model estimation (e.g., PLSc, PLSF), goodness-of-fit measures, predictive model assessment, longitudinal data analysis, robust segmentation methods, and the use of PLS-SEM for predictive vs. explanatory research.

The general conference will be in English, but we will also accept a limited number of Chinese submissions for presentation during special tracks.

Should you have any queries, please do not hesitate to contact the conference chairs (info@pls2022.org). We look forward to your contribution to the discourse pertaining to PLS-SEM.

We are looking forward to welcoming you to Beijing!

Dr. Huiwen Wang, Dr. Yide Liu,
Dr. Christian M. Ringle, Dr. Marko Sarstedt

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