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Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks, CA: Sage. Written as an extension of A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition, this easy-to-understand, practical guide covers advanced content on PLS-SEM to help students and researchers apply techniques to research problems and accurately interpret results.

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Structural equation modeling (SEM) depicts one of the most salient research methods across a variety of disciplines, including hospitality management. Although for many researchers, SEM is equivalent to carrying out covariance-based SEM, recent research advocates the use of partial least squares structural equation modeling (PLS-SEM) as an attractive alternative.

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Advanced issues in partial least squares structural equation modeling. Responsibility Joseph F. Hair, Jr., University of South Alabama, USA, [and three others]. Publication ... Least squares. Structural equation modeling. Bibliographic information. Publication date 2018 ISBN

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The special issue is tied to the 2020 International Conference on Partial Least Squares Structural Equation Modeling (www.pls2020.org) to be held October 27-30, 2020 in Beijing, China. Outstanding papers presented at this conference will be invited for submission.