



Ceremony of awarding  
the title of

***Doctor Honoris Causa***

To His Excellency

**Professor Marko Sarstedt**

**Institute of Marketing, Ludwig-Maximilians-University Munich**

**Motivation**

The Babeș-Bolyai University, Romania's leading higher education institution, has awarded the title Doctor Honoris Causa, the highest university distinction, to Prof. Marko Sarstedt from Ludwig-Maximilians-University Munich, for his remarkable contribution to enhancing the quality of academic research in business and economics, his methodological innovations in data analysis employing structural equations in the social sciences field, and his contribution to the development of the university's academic community, research activity and reputation.

The awarding ceremony took place on March 31, 2022, during which Prof. Sarstedt offered an impressive presentation (*A Journey into Partial Least Squares Structural Equation Modeling*).

Between 2018-2022, Prof. Sarstedt delivered many workshops, lectures and presentations to the Babeș-Bolyai University's academic community, especially for the Faculty of Economics and Business Administration, contributing significantly to improving its abilities to conduct valuable scientific research. At the beginning of 2021, Prof. Sarstedt became *Adjunct Research Professor* at Babeș-Bolyai University, improving the university's scientific output in the fields of business and economics.