

# 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](http://www.pls2022.org)  
#pls2022

## Welcome to PLS2022 in Cluj-Napoca, Romania!

We would like to invite you to attend this 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 May 16, 2022. Please follow our submission guidelines exactly (see [www.pls2022.org](http://www.pls2022.org)).

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

**Special issues:** Special issues by *Journal of Business Research* (SSCI) and *Journal of Marketing Analytics* (SCOPUS)

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

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

**Information, abstract submission, and registration:** [www.pls2022.org](http://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 the social sciences and other fields (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.

Should you have any queries, please do not hesitate to contact the conference chairs ([info@pls2022.org](mailto:info@pls2022.org)).

We are looking forward to welcoming you to Cluj-Napoca!

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

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