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~~Goodness of fit~~
~~in PLS-SEM~~
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~~Squares~~
~~Regression Using~~
~~SPSS Partial~~
~~Least~~
~~Square (PLS)~~
~~Regression~~
~~Analysis Using~~

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SPSS by G N

Satish Kumar

Partial Least

Squares

Regression

Estimating

Higher (Second)

Order Models in

smartPLS ~~Partial~~

~~Least Squares~~

~~Regression 1~~

~~Introduction~~

~~(2/4)~~

Understanding

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the Partial Least
Squares
SEM algorithm
(PLS, smartPLS)

~~PLS basics~~

Partial Least
Squares

Regression 1

Introduction

(1/4)

Weighted Partial
Least Squares
(WPLS) in PLS-
SEM | Dr Jacky

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Channel Intro -

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Makes It

Confusing...Self

Etch, Epoxy,

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Vallejo Primer

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how to Part1A

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Priming Myth

Exposed...

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DOES Matter!!!

Here's the

Proof...

Principal

Component

Analysis (PCA)

clearly

explained (2015)

~~DOES PRIMER~~

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~~*ACTUALLY*~~

~~WORK?? HALF FACE~~

~~+ 8 HOUR WEAR~~

~~TEST |~~

~~sophdoesnails~~

PRIMER vs. NO

PRIMER! | DOES

IT REALLY MAKE A

DIFFERENCE?

StatQuest: PCA

main ideas in

only 5

minutes!!!

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INFORMATION

R Tutorial 17:

Ridge

Regression,

Lasso, Principle

Component

Regression,

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Squares **Partial**

Least Squares

Regression

Analysis Lesson

~~6: PLS Path~~

~~Model Estimation~~

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~~#SmartPLS3~~

Machine Learning

#18 Partial

Least Squares

(PLS) Regression

| Dimension

Reduction

SmartPLS Partial

Least Squares

Partial Least

Square(PLS)

Regression using

SPSS with

Graphical Output

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SEM Boot Camp

2018 SmartPLS

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Structural Squares Partial

Least Square

Regression (PLS)

| Dimension

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17 April 2013 by
Jr Joseph F Hair
(Author), G
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(Author),
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how to use
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and obtain

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Sage, Thousand
Oaks, 2017) and
the use of the
SmartPLS
software.
SmartPLS 3
Project File for
the Corporate
Reputation Model
Example The zip

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file includes
the ready to
import SmartPLS
project.

Equation

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"Partial least
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modeling is a
great solution

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Partial Least Squares Structural Equation Modeling PLS Sem
technique for a variety of small and large multivariate data problems.

This book provides a deeply informed, yet practical, guide to understanding and using PLS for both novice and advanced

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Squares

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SEM (2nd Ed.) -

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modeling (PLS-
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evolving as a
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its use has increased exponentially in recent years within a variety of disciplines, due to the recognition that PLS-SEM's distinctive methodological features make it a viable alternative to

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structural
equation
modeling (PLS-
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a popular method
for estimating
(complex) path
models with
latent variables
and their
relationships.
Building on an

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is a practical

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Structural Equation Modeling (PLS-SEM), an evolving statistical technique, to conduct research

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The authors aim to present partial least squares (PLS) as an evolving approach to structural equation modeling (SEM), highlight its advantages and limitations and provide an overview of

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Recent research
on the method
across various
fields. , – In
this review
article, the
authors merge
literatures from
the marketing,
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management
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to present the

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Ringle, and Marko Sarstedt is a practical guide that provides concise instructions on how to use partial least squares structural equation modeling (PLS-SEM), an evolving

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statistical
technique, to
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readers through
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mastering the
techniques of
this approach in

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clear language.
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Tomas M. Hult,
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Ringle, and
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use their years
of conducting
and teaching
research to
communicate the
fundamentals of
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straightforward language to explain the details of this method, with limited emphasis on equations and symbols. A running case study on corporate reputation follows the different steps

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Partial Least

technique so

readers can

better

understand the

research

applications.

Learning

objectives,

review and

critical

thinking

questions, and

key terms help

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readers cement their knowledge. This edition has been thoroughly updated, featuring the latest version of the popular software package SmartPLS 3. New topics have been added throughout the text, including a

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thoroughly revised and extended chapter on mediation, recent research on the foundations of PLS-SEM, detailed descriptions of research summarizing the advantages as well as

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Limitations of
PLS-SEM, and
extended
coverage of
advanced
concepts and
methods, such as
out-of-sample
versus in-sample
prediction
metrics, higher-
order
constructs,
multigroup

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analysis, Least

necessary

condition

analysis, and

endogeneity.

Modeling PIs

With

applications

using SmartPLS (

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)—the primary

software used in

partial least

squares

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training who
want to pursue
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opportunities in
new ways. Please
note that all
examples in this
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use SmartPLS 3.
To access this
software, please
visit this link.

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extension of A
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sy-to-
understand,
practical guide
covers advanced
content on PLS-

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SEM to help students and researchers apply techniques to research problems and accurately interpret results. Authors Joseph F. Hair, Jr., Marko Sarstedt, Christian Ringle, and

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Siegfried P.

Gudergan provide
a brief overview
of basic

concepts before
moving to the
more advanced
material.

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data sets, the
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book emphasizes
Equation
that any
advanced PLS-SEM
Modeling PLS
approach should
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be carefully
applied to
ensure that it
fits the
appropriate
research context
and the data

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Partial least
squares is a new
approach in
structural
equation
modeling that
can pay
dividends when
theory is
scarce, correct

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Modeling PLS

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are uncertain,

and predictive

accuracy is

paramount.

Marketers can

use PLS to build

models that

measure latent

variables such

as socioeconomic

status,

perceived

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quality, Least
satisfaction,
brand attitude,
buying
intention, and
customer
loyalty. When
applied
correctly, PLS
can be a great
alternative to
existing
covariance-based
SEM approaches.

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Dr. Ken Kwong-Kay Wong wrote this reference guide with graduate students and marketing practitioners in mind. Coupled with business examples and downloadable datasets for practice, the

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guide includes
step-by-step
guidelines for
advanced PLS-SEM
procedures in
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including: CTA-
PLS, FIMIX-PLS,
GoF (SRMR, dULS,
and dG), HCM,
HTMT, IPMA,
MICOM, PLS-MGA,
PLS-POS, PLSc,
and QEM. Filled

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with useful
illustrations to
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applying and
explicitly
presenting
sophisticated
structured
models in the
most simplistic
manner for a
plethora of
Business and Non-
Business
disciplines.” –
Professor Siva

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Muthaly, Dean of
Faculty of
Business and
Management at
APU.

Modeling Pls

This book pulls
together robust
practices in
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Structural
Equation

Modeling (PLS-

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SEM) from other disciplines and shows how they can be used in the area of Banking and Finance. In terms of empirical analysis techniques, Banking and Finance is a conservative

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discipline. As such, this book will raise awareness of the potential of PLS-SEM for application in various contexts. PLS-SEM is a non-parametric approach designed to maximize

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explained
variance in
latent
constructs.

Latent
constructs are
directly
unobservable
phenomena such
as customer
service quality
and managerial
competence.

Explained

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Variance refers to the extent we can predict, say, customer service quality, by examining other theoretically related latent constructs such as conduct of staff and communication skills. Examples

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of latent
constructs at
the
microeconomic
level include
customer service
quality,
managerial
effectiveness,
perception of
market
leadership,
etc.; macroeconomic-level latent

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Partial Least Squares Structural Equation Modeling PLS-SEM

constructs would be found in contagion of systemic risk from one financial sector to another, herd behavior among fund managers, risk tolerance in financial markets, etc. Behavioral Finance is bound

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to provide a
wealth of
opportunities
for applying PLS-
SEM. The book is
designed to
expose robust
processes in
application of
PLS-SEM,
including use of
various software
packages and
codes, including

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R. PLS-SEM is already a popular tool in marketing and management information systems used to explain latent constructs.

Until now, PLS-SEM has not enjoyed a wide acceptance in Banking and

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Finance. Based
on recent
research
developments,
this book
represents the
first collection
of PLS-SEM
applications in
Banking and
Finance. This
book will serve
as a reference
book for those

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researchers keen
on adopting PLS-
SEM to explain
latent
constructs in
Banking and
Finance.

This edited book
presents the
recent
developments in
partial least
squares-path

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modeling (PLS-PM) and provides a comprehensive overview of the current state of the most advanced research related to PLS-PM. The first section of this book emphasizes the basic concepts and extensions

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of the PLS-PM
method. The
second section
discusses the
methodological
issues that are
the focus of the
recent
development of
the PLS-PM
method. The
third part
discusses the
real world

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Application of
the PLS-PM
method in
various
disciplines. The
contributions
from expert
authors in the
field of PLS
focus on topics
such as the
factor-based PLS-
PM, the perfect
match between a

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model and a
mode, quantile
composite-based
path modeling
(QC-PM), ordinal
consistent
partial least
squares
(OrdPLSc), non-
symmetrical
composite-based
path modeling
(NSCPM), modern
view for

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Sem

mediation
analysis in PLS-
PM, a multi-
method approach
for identifying
and treating
unobserved
heterogeneity,
multigroup
analysis (PLS-
MGA), the
assessment of
the common
method bias, non-

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metric PLS with
categorical
indicators,
evaluation of
the efficiency
and accuracy of
model
misspecification
and bootstrap
parameter
recovery in PLS-
PM, CB-SEM, and
the Bollen-Stine
methods and impo

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Modeling PLS
Sem
performance map
analysis (IPMA)
for nonlinear
relationships.
This book will
be useful for
researchers and
practitioners
interested in
the latest
advances in PLS-
PM as well as
master and Ph.D.

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Students in a
variety of
disciplines
using the PLS-PM
method for their
projects.

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Modeling (PLS-SEM) guides readers through learning and mastering the techniques of this approach. The authors use their teaching experience to communicate the fundamentals of PLS-SEM with limited emphasis

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on equations and
and symbols,
relying on
straightforward
language
instead.

New Perspectives
in Partial Least
Squares and
Related Methods
shares original,
peer-reviewed
research from

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presentations during the 2012 partial least squares methods meeting (PLS 2012). This was the 7th meeting in the series of PLS conferences and the first to take place in the USA. PLS is an abbreviation for Partial

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Least Squares
and is also
sometimes
expanded as
projection to
latent
structures. This
is an approach
for modeling
relations
between data
matrices of
different types
of variables

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measured on the same set of objects. The twenty-two papers in this volume, which include three invited contributions from our keynote speakers, provide a comprehensive overview of the

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current state of
the most
advanced
research related
to PLS and
related methods.
Prominent
scientists from
around the world
took part in PLS
2012 and their
contributions
covered the
multiple

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dimensions of
the partial
least squares-
based methods.
These exciting
theoretical
developments
ranged from
partial least
squares
regression and
correlation,
component based
path modeling to

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regularized
least
squares
regression and
subspace
visualization.

In following the
tradition of the
six previous PLS
meetings, these
contributions
also included a
large variety of
PLS approaches
such as PLS
metamodels,

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Variable Least
Squares
selection,
sparse PLS
Structural
Equation
regression,
distance based
PLS,
Modeling PLS
Sem
significance vs.
reliability, and
non-linear PLS.
Finally, these
contributions
applied PLS
methods to data
originating from

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the traditional
econometric/econ
omic data to
genomics data,
brain images,
information
systems,
epidemiology,
and chemical
spectroscopy.
Such a broad and
comprehensive
volume will also
encourage new

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uses of PLS
models in work
by researchers
and students in
many fields.

Modeling PLS

This
commemorative
volume honors
the
contributions of
Prof. Joseph F.
Hair, Jr., who
through his

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writings, leadership and mentoring has had a profound influence on marketing and other fields of business

research. He is widely known for sidestepping mathematically complex ways of teaching

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Statistical
approaches with
an eye toward
making the tools
accessible to
the average
behavioral
researcher. Joe
is also a bona
fide researcher
whose work has
had a massive
impact on
marketing and

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business Least

research in
general. The
book provides

revealing
insights on his
works and
acknowledges his
role as an
outstanding
teacher and
mentor who has
shaped
generations of

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researchers.
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