



A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)

By G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt

SAGE Publications Inc, United States, 2016. Paperback. Book Condition: New. 2nd Revised edition. 229 x 152 mm. Language: English . Brand New Book. The authors explain the statistical modeling technique and the fundamental aspects of the methods in a straightforward manner that is accessible to individuals with limited statistical and mathematical training. They clarify the nature and role of PLS-SEM in social sciences research that allows researchers to pursue research in new and different ways. In order to facilitate learning, a single case study has been used throughout the book. Changes in the 2nd edition include: *an overview of the latest research on composite-based modelling *more coverage of the distinction between PLS-SEM and CB-SEM *introduction of a new criterion for discrimination validity assessment *revision and extension of the chapter on mediation *extended description of moderation *a brief introduction to some more advanced techniques.



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