Marko Sarstedt

List of Publications by Year
in descending order

160 papers	**79,447** citations	11639 **70** h-index	7944 **149** g-index
197 all docs	**197** docs citations	**197** times ranked	**22565** citing authors

#	Article	IF	Citations
1	A new criterion for assessing discriminant validity in variance-based structural equation modeling. Journal of the Academy of Marketing Science, 2015, 43, 115-135.	7.2	14,094
2	PLS-SEM: Indeed a Silver Bullet. Journal of Marketing Theory and Practice, 2011, 19, 139-152.	2.6	11,620
3	When to use and how to report the results of PLS-SEM. European Business Review, 2019, 31, 2-24.	1.9	7,750
4	Partial least squares structural equation modeling (PLS-SEM). European Business Review, 2014, 26, 106-121.	1.9	5,348
5	An assessment of the use of partial least squares structural equation modeling in marketing research. Journal of the Academy of Marketing Science, 2012, 40, 414-433.	7.2	4,670
6	Common Beliefs and Reality About PLS. Organizational Research Methods, 2014, 17, 182-209.	5.6	1,979
7	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. Classroom Companion: Business, 2021, , .	4.6	1,473
8	The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. Long Range Planning, 2012, 45, 320-340.	2.9	1,338
9	Testing measurement invariance of composites using partial least squares. International Marketing Review, 2016, 33, 405-431.	2.2	1,335
10	Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. European Journal of Marketing, 2019, 53, 2322-2347.	1.7	1,272
11	Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. Journal of the Academy of Marketing Science, 2017, 45, 616-632.	7.2	1,200
12	Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. Journal of Family Business Strategy, 2014, 5, 105-115.	3.7	1,096
13	How to Specify, Estimate, and Validate Higher-Order Constructs in PLS-SEM. Australasian Marketing Journal, 2019, 27, 197-211.	3.5	1,074
14	PLS-SEM or CB-SEM: updated guidelines on which method to use. International Journal of Multivariate Data Analysis, 2017, 1, 107.	1.8	1,070
15	Estimation issues with PLS and CBSEM: Where the bias lies!. Journal of Business Research, 2016, 69, 3998-4010.	5.8	1,031
16	Goodness-of-fit indices for partial least squares path modeling. Computational Statistics, 2013, 28, 565-580.	0.8	978
17	Partial Least Squares Structural Equation Modeling. , 2017, , 1-40.		955
18	Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. Journal of the Academy of Marketing Science, 2012, 40, 434-449.	7.2	929

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19	An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. International Journal of Contemporary Hospitality Management, 2018, 30, 514-538.	5.3	769
20	Gain more insight from your PLS-SEM results. Industrial Management and Data Systems, 2016, 116, 1865-1886.	2.2	706
21	Rethinking some of the rethinking of partial least squares. European Journal of Marketing, 2019, 53, 566-584.	1.7	684
22	Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. Advances in International Marketing, 2011, 22, 195-218.	0.3	673
23	Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. Internet Research, 2019, 29, 430-447.	2.7	644
24	PLS-SEM or CB-SEM: updated guidelines on which method to use. International Journal of Multivariate Data Analysis, 2017, 1, 107.	1.8	628
25	Partial least squares structural equation modeling in HRM research. International Journal of Human Resource Management, 2020, 31, 1617-1643.	3.3	620
26	Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I â€" method. European Business Review, 2016, 28, 63-76.	1.9	601
27	Addressing Endogeneity in International Marketing Applications of Partial Least Squares Structural Equation Modeling. Journal of International Marketing, 2018, 26, 1-21.	2.5	475
28	A Concise Guide to Market Research. , 2011, , .		423
29	On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). Long Range Planning, 2014, 47, 154-160.	2.9	404
30	On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations. Marketing, Zeitschrift Fur Forschung Und Praxis, 2017, 39, 4-16.	0.2	379
31	Structural model robustness checks in PLS-SEM. Tourism Economics, 2020, 26, 531-554.	2.6	370
32	Partial least squares structural equation modeling using SmartPLS: a software review. Journal of Marketing Analytics, 2019, 7, 196-202.	2.2	343
33	Beyond a tandem analysis of SEM and PROCESS: Use of PLS-SEM for mediation analyses!. International Journal of Market Research, 2020, 62, 288-299.	2.8	294
34	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edición). , 2019, , .		292
35	Convergent validity assessment of formatively measured constructs in PLS-SEM. International Journal of Contemporary Hospitality Management, 2018, 30, 3192-3210.	5.3	242
36	How collinearity affects mixture regression results. Marketing Letters, 2015, 26, 643-659.	1.9	233

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37	Progress in partial least squares structural equation modeling use in marketing research in the last decade. Psychology and Marketing, 2022, 39, 1035-1064.	4.6	232
38	PLS-SEM: Looking Back and Moving Forward. Long Range Planning, 2014, 47, 132-137.	2.9	224
39	Methodological research on partial least squares structural equation modeling (PLS-SEM). Internet Research, 2019, 29, 407-429.	2.7	222
40	Management of multi-purpose stadiums: importance and performance measurement of service interfaces. International Journal of Services, Technology and Management, 2010, 14, 188.	0.1	207
41	A Concise Guide to Market Research. Springer Texts in Business and Economics, 2014, , .	0.2	203
42	Uncovering and Treating Unobserved Heterogeneity with FIMIX-PLS: Which Model Selection Criterion Provides an Appropriate Number of Segments?. Schmalenbach Business Review, 2011, 63, 34-62.	0.9	185
43	Treating unobserved heterogeneity in PLS path modeling: a comparison of FIMIX-PLS with different data analysis strategies. Journal of Applied Statistics, 2010, 37, 1299-1318.	0.6	178
44	Internet research using partial least squares structural equation modeling (PLS-SEM). Internet Research, 2019, 29, 398-406.	2.7	178
45	Measuring reputation in global marketsâ€"A comparison of reputation measuresâ€™ convergent and criterion validities. Journal of World Business, 2013, 48, 329-339.	4.6	173
46	Framing the triple bottom line approach: Direct and mediation effects between economic, social and environmental elements. Journal of Cleaner Production, 2018, 197, 972-991.	4.6	161
47	The combined use of symmetric and asymmetric approaches: partial least squares-structural equation modeling and fuzzy-set qualitative comparative analysis. International Journal of Contemporary Hospitality Management, 2021, 33, 1571-1592.	5.3	156
48	When predictors of outcomes are necessary: guidelines for the combined use of PLS-SEM and NCA. Industrial Management and Data Systems, 2020, 120, 2243-2267.	2.2	155
49	Direct and configurational paths of absorptive capacity and organizational innovation to successful organizational performance. Journal of Business Research, 2016, 69, 5317-5323.	5.8	153
50	Partial Least Squares Structural Equation Modeling. , 2021, , 1-47.		148
51	Executing and interpreting applications of PLS-SEM: Updates for family business researchers. Journal of Family Business Strategy, 2021, 12, 100392.	3.7	144
52	Partial Least Squares Structural Equation Modeling. , 2022, , 587-632.		142
53	A Concise Guide to Market Research. Springer Texts in Business and Economics, 2019, , .	0.2	141
54	ESTIMATING MODERATING EFFECTS IN PLS-SEM AND PLSc-SEM: INTERACTION TERM GENERATION*DATA TREATMENT. , 2018, 2, 1-21.		140

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55	Structural modeling of heterogeneous data with partial least squares. Review of Marketing Research, 2010, , 255-296.	0.2	139
56	The use of sampling methods in advertising research: a gap between theory and practice. International Journal of Advertising, 2018, 37, 650-663.	4.2	139
57	Identifying and treating unobserved heterogeneity with FIMIX-PLS. European Business Review, 2016, 28, 208-224.	1.9	133
58	A review of recent approaches for capturing heterogeneity in partial least squares path modelling. Journal of Modelling in Management, 2008, 3, 140-161.	1.1	132
59	Disentangling the Effects of Team Competences, Team Adaptability, and Client Communication on the Performance of Management Consulting Teams. Long Range Planning, 2013, 46, 258-286.	2.9	129
60	Assessing the measurement invariance of the four-dimensional cultural intelligence scale across countries: A composite model approach. European Management Journal, 2016, 34, 633-649.	3.1	120
61	On the value relevance of customer satisfaction. Multiple drivers and multiple markets. Journal of the Academy of Marketing Science, 2012, 40, 509-525.	7.2	114
62	An Introduction to Structural Equation Modeling. Classroom Companion: Business, 2021, , 1-29.	4.6	112
63	Cutoff criteria for overall model fit indexes in generalized structured component analysis. Journal of Marketing Analytics, 2020, 8, 189-202.	2.2	107
64	Response-Based Segmentation Using Finite Mixture Partial Least Squares. Annals of Information Systems, 2010, , 19-49.	0.5	103
65	Prediction‐Oriented Model Selection in Partial Least Squares Path Modeling. Decision Sciences, 2021, 52, 567-607.	3.2	103
66	The relevance of reputation in the nonprofit sector: the moderating effect of socio‐demographic characteristics. International Journal of Nonprofit and Voluntary Sector Marketing, 2014, 19, 110-126.	0.5	100
67	Customer Satisfaction with Commercial Airlines: The Role of Perceived Safety and Purpose of Travel. Journal of Marketing Theory and Practice, 2011, 19, 459-472.	2.6	97
68	Genetic algorithm segmentation in partial least squares structural equation modeling. OR Spectrum, 2014, 36, 251-276.	2.1	97
69	Prediction: Coveted, Yet Forsaken? Introducing a Cross‐Validated Predictive Ability Test in Partial Least Squares Path Modeling. Decision Sciences, 2021, 52, 362-392.	3.2	97
70	Treating Unobserved Heterogeneity in PLS-SEM: A Multi-method Approach. , 2017, , 197-217.		91
71	A concept analysis of methodological research on composite-based structural equation modeling: bridging PLSPM and GSCA. Behaviormetrika, 2020, 47, 219-241.	0.9	91
72	â€œPLS-SEM: indeed a silver bulletâ€•â€" retrospective observations and recent advances. Journal of Marketing Theory and Practice, 2023, 31, 261-275.	2.6	88

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73	Segmentation of PLS path models by iterative reweighted regressions. Journal of Business Research, 2016, 69, 4583-4592.	5.8	87
74	Data, measurement, and causal inferences in machine learning: opportunities and challenges for marketing. Journal of Marketing Theory and Practice, 2021, 29, 65-77.	2.6	85
75	Developing a measurement approach for reputation of nonâ€profit organizations. International Journal of Nonprofit and Voluntary Sector Marketing, 2010, 15, 276-299.	0.5	84
76	Latent class analysis in PLS-SEM: A review and recommendations for future applications. Journal of Business Research, 2022, 138, 398-407.	5.8	74
77	PLS path modeling and evolutionary segmentation. Journal of Business Research, 2013, 66, 1318-1324.	5.8	73
78	Assessing Heterogeneity in Customer Satisfaction Studies: Across Industry Similarities and within Industry Differences. Advances in International Marketing, 2011, , 169-194.	0.3	71
79	From the Special Issue Guest Editors. Journal of Marketing Theory and Practice, 2011, 19, 135-138.	2.6	69
80	Selecting single items to measure doubly concrete constructs: A cautionary tale. Journal of Business Research, 2016, 69, 3159-3167.	5.8	68
81	Explanation Plus Predictionâ€"The Logical Focus of Project Management Research. Project Management Journal, 2021, 52, 319-322.	2.6	65
82	Do We Fully Understand the Critical Success Factors of Customer Satisfaction with Industrial Goods? - Extending Festge and Schwaigerâ€™s Model to Account for Unobserved Heterogeneity. Journal of Business Market Management, 2009, 3, 185-206.	0.7	64
83	Model selection uncertainty and multimodel inference in partial least squares structural equation modeling (PLS-SEM). Journal of Business Research, 2020, 113, 13-24.	5.8	61
84	Factor Indeterminacy as Metrological Uncertainty: Implications for Advancing Psychological Measurement. Multivariate Behavioral Research, 2019, 54, 429-443.	1.8	59
85	Influence of community design on user behaviors in online communities. Journal of Business Research, 2014, 67, 2258-2268.	5.8	58
86	Predictive model assessment and selection in composite-based modeling using PLS-SEM: extensions and guidelines for using CVPAT. European Journal of Marketing, 2023, 57, 1662-1677.	1.7	57
87	Applying the future time perspective scale to advertising research. International Journal of Advertising, 2014, 33, 113-136.	4.2	53
88	Market Research. Springer Texts in Business and Economics, 2018, , .	0.2	53
89	On the practical relevance of the attraction effect: A cautionary note and guidelines for context effect experiments. AMS Review, 2015, 5, 1-19.	1.1	52
90	Evaluation of Reflective Measurement Models. Classroom Companion: Business, 2021, , 75-90.	4.6	52

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91	Method trends and method needs: Examining methods needed for accelerating the field. Journal of Family Business Strategy, 2014, 5, 4-14.	3.7	45
92	Prediction in HRM research—A gap between rhetoric and reality. Human Resource Management Journal, 2022, 32, 485-513.	3.6	45
93	PLS-Based Model Selection: The Role of Alternative Explanations in Information Systems Research. Journal of the Association for Information Systems, 0, , 346-397.	2.4	45
94	Art for the Sake of the Corporation. Journal of Advertising Research, 2010, 50, 77-90.	1.0	42
95	Should we use single items? Better not. Journal of Business Research, 2016, 69, 3199-3203.	5.8	42
96	Guidelines for treating unobserved heterogeneity in tourism research: A comment on Marques and Reis (2015). Annals of Tourism Research, 2016, 57, 279-284.	3.7	42
97	The Influence of Serotonin Deficiency on Choice Deferral and the Compromise Effect. Journal of Marketing Research, 2016, 53, 183-198.	3.0	40
98	Exploring the influence of customers' time horizon perspectives on the satisfaction—loyalty link. Journal of Business Research, 2014, 67, 2620-2627.	5.8	38
99	Mapping the jungle: A bibliometric analysis of research into construal level theory. Psychology and Marketing, 2021, 38, 1367-1383.	4.6	37
100	Advancing family business research through modeling nonlinear relationships: Comparing PLS-SEM and multiple regression. Journal of Family Business Strategy, 2022, 13, 100457.	3.7	37
101	Quantify uncertainty in behavioral research. Nature Human Behaviour, 2020, 4, 329-331.	6.2	36
102	Market segmentation with mixture regression models: Understanding measures that guide model selection. Journal of Targeting, Measurement and Analysis for Marketing, 2008, 16, 228-246.	0.4	31
103	In Pursuit of Understanding What Drives Fan Satisfaction. Journal of Leisure Research, 2014, 46, 419-447.	1.0	30
104	What really matters in attraction effect research: when choices have economic consequences. Marketing Letters, 2017, 28, 127-138.	1.9	30
105	Principal Component and Factor Analysis. Springer Texts in Business and Economics, 2018, , 265-311.	0.2	30
106	Short- and Long-Term Effects of Nonconsciously Processed Ambient Scents in a Servicescape: Findings From Two Field Experiments. Journal of Service Research, 2019, 22, 440-455.	7.8	24
107	A comparative evaluation of factor-and component-based structural equation modelling approaches under (in)correct construct representations. British Journal of Mathematical and Statistical Psychology, 2022, 75, 220-251.	1.0	24
108	A cross-cultural comparison of brand extension success factors: A meta-study. Journal of Brand Management, 2010, 18, 5-20.	2.0	21

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109	Parceling Cannot Reduce Factor Indeterminacy in Factor Analysis: A Research Note. Psychometrika, 2019, 84, 772-780.	1.2	21
110	Innovative and established research methods in family business: Description, illustration and application guidelines. Journal of Family Business Strategy, 2014, 5, 1-3.	3.7	19
111	Mediation Analysis. Classroom Companion: Business, 2021, , 139-153.	4.6	18
112	How durable are compromise effects?. Journal of Business Research, 2016, 69, 4056-4064.	5.8	17
113	Examining the Role of Psychological Ownership and Feedback in Customer Empowerment Strategies. Journal of Creating Value, 2016, 2, 194-210.	0.3	17
114	Segmenting consumers based on sensory acceptance tests in sensory labs, immersive environments, and natural consumption settings. Food Quality and Preference, 2021, 89, 104138.	2.3	17
115	From Goods to Services Consumption: A Social Network Analysis on Sharing Economy and Servitization Research. Journal of Service Management Research, 2018, 2, 3-16.	0.2	17
116	Evaluation of the Structural Model. Classroom Companion: Business, 2021, , 115-138.	4.6	14
117	Is there a tacit acceptance of student samples in marketing and management research?. International Journal of Data Analysis Techniques and Strategies, 2010, 2, 62.	0.2	13
118	Corporate branding in a turbulent environment. Journal of Brand Management, 2011, 19, 179-181.	2.0	12
119	Evaluation of Formative Measurement Models. Classroom Companion: Business, 2021, , 91-113.	4.6	12
120	Measurement in the social sciences: where C-OAR-SE delivers and where it does not. European Journal of Marketing, 2016, 50, 1942-1952.	1.7	11
121	Moderation Analysis. Classroom Companion: Business, 2021, , 155-172.	4.6	11
122	Der Knacks and a Silver Bullet. , 2019, , 155-164.		10
123	Finite Mixture and Genetic Algorithm Segmentation in Partial Least Squares Path Modeling: Identification of Multiple Segments in Complex Path Models. Studies in Classification, Data Analysis, and Knowledge Organization, 2009, , 167-176.	0.1	10
124	Model Selection in Mixture Regression Analysisâ€"A Monte Carlo Simulation Study. Studies in Classification, Data Analysis, and Knowledge Organization, 2008, , 61-68.	0.1	9
125	The SEMinR Package. Classroom Companion: Business, 2021, , 49-74.	4.6	8
126	Reputation management in times of crisis. Journal of Brand Management, 2009, 16, 499-503.	2.0	7

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127	Assessing measure congruence in nomological networks. Journal of Business Research, 2021, 130, 318-334.	5.8	7
128	The role of context and motivation variables in mobile commerce usage â€" A further perspective on Chong (2013). Technological Forecasting and Social Change, 2014, 88, 156-161.	6.2	6
129	Data generation for composite-based structural equation modeling methods. Advances in Data Analysis and Classification, 2020, 14, 747-757.	0.9	6
130	Advances in composite-based structural equation modeling. Behaviormetrika, 2020, 47, 213-217.	0.9	6
131	The time vs. money effect. A conceptual replication. International Journal of Research in Marketing, 2013, 30, 199-200.	2.4	5
132	From Family Identity to Family Firm Image and Reputation: Exploring Facets of the Perception of Family Influence in Branding, Marketing, and Other Messaging. Journal of Family Business Strategy, 2017, 8, I-III.	3.7	5
133	Corporate identity, image and reputation management: a further analysis. Corporate Communications, 2012, 17, .	1.1	5
134	Heterogenität in varianzbasierter Strukturgleichungsmodellierung. Marketing, Zeitschrift Fur Forschung Und Praxis, 2008, 30, 239-258.	0.2	4
135	A Prediction-Oriented Specification Search Algorithm for Generalized Structured Component Analysis. Structural Equation Modeling, 2022, 29, 611-619.	2.4	4
136	Digital Socialligators? Social Media-Induced Perceived Support During the Transition to the COVID-19 Lockdown. Social Science Computer Review, 2023, 41, 748-767.	2.6	3
137	Die Prognose von Serviceintervallen mitÂderÂHazard-Raten-Analyse â€" Ergebnisse einer empirischen Studie im Automobilmarkt. Zeitschrift Für Planung Und Unternehmenssteuerung, 2010, 20, 269-283.	0.3	2
138	Getting Data. Springer Texts in Business and Economics, 2018, , 51-93.	0.2	2
139	Segmentation of PLS path models by iterative reweighted regressions. , 0, , .		2
140	The Market Research Process. , 2010, , 11-23.		1
141	In Pursuit of Understanding What Drives Fan Satisfaction. SSRN Electronic Journal, 0, , .	0.4	1
142	(Ir)Rationality of decisions in business research and practice: introduction to the special issue. Business Research, 2019, 12, 1-7.	4.0	1
143	Getting Data. Springer Texts in Business and Economics, 2019, , 47-90.	0.2	1
144	Mirror, Mirror on the Wall: A Comparative Evaluation of Six Structural Equation Modeling Methods. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2016, , 991-992.	0.1	1

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145	The Great Facilitator. , 2019, , 1-7.		1
146	Overview of R and RStudio. Classroom Companion: Business, 2021, , 31-47.	4.6	1
147	Hypothesis Testing & ANOVA. , 2010, , 113-160.		0
148	Introduction to Market Research. , 2010, , 1-9.		0
149	Communicating the Results. , 2010, , 285-301.		0
150	Introduction: Measurement and Research Methods in International Marketing. Advances in International Marketing, 2011, , 3-7.	0.3	0
151	A Comparative Evaluation of Different Single-Item Selection Procedures for Construct Measurement. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 427-427.	0.1	0
152	Principal Component and Factor Analysis. Springer Texts in Business and Economics, 2019, , 257-299.	0.2	0
153	Treiber der FuÃŸballfanzufriedenheit - Eine kausalanalytische Untersuchung. , 2009, , 491-514.		0
154	On the Performance of Management Consulting Teams. Proceedings - Academy of Management, 2012, 2012, 10603.	0.0	0
155	Getting Data. Springer Texts in Business and Economics, 2014, , 47-86.	0.2	0
156	Customer research: Time for second thoughts. The Marketing Review, 2018, 18, 97-111.	0.1	0
157	Formative Messmodelle. , 2021, , 273-294.		0
158	Alternative SchÃ¤tzverfahren fÃ¼r Komponentenmodelle. , 2021, , 379-394.		0
159	Kausalanalyse mit PLS. , 2021, , 345-378.		0
160	Konstrukt-Konzeptualisierung. , 2021, , 103-111.		0