

Marko Sarstedt

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

162 papers	39,684 citations	61 h-index	197 g-index
197 ext. papers	56,898 ext. citations	4 avg, IF	8.41 L-index

#	Paper	IF	Citations
162	PLS-SEM: Indeed a Silver Bullet. <i>Journal of Marketing Theory and Practice</i> , 2011 , 19, 139-152	2.2	7026
161	A new criterion for assessing discriminant validity in variance-based structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , 2015 , 43, 115-135	12.4	6676
160	An assessment of the use of partial least squares structural equation modeling in marketing research. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 414-433	12.4	3077
159	Partial least squares structural equation modeling (PLS-SEM). <i>European Business Review</i> , 2014 , 26, 106-121	13.1	2626
158	When to use and how to report the results of PLS-SEM. <i>European Business Review</i> , 2019 , 31, 2-24	13.1	2593
157	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , 2014 , 17, 182-209	5.7	1201
156	The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. <i>Long Range Planning</i> , 2012 , 45, 320-340	5.7	819
155	Testing measurement invariance of composites using partial least squares. <i>International Marketing Review</i> , 2016 , 33, 405-431	4.4	736
154	Estimation issues with PLS and CBSEM: Where the bias lies!. <i>Journal of Business Research</i> , 2016 , 69, 3998-4010	10.6	626
153	Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. <i>Journal of Family Business Strategy</i> , 2014 , 5, 105-115	4	613
152	Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 434-449	12.4	598
151	Goodness-of-fit indices for partial least squares path modeling. <i>Computational Statistics</i> , 2013 , 28, 565-580	5.8	588
150	Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. <i>Journal of the Academy of Marketing Science</i> , 2017 , 45, 616-632	12.4	550
149	Partial Least Squares Strukturgleichungsmodellierung 2017 ,		501
148	Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. <i>Advances in International Marketing</i> , 2011 , 22, 195-218		456
147	Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. <i>European Journal of Marketing</i> , 2019 , 53, 2322-2347	4.4	451
146	Partial Least Squares Structural Equation Modeling 2017 , 1-40		401

145	An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. <i>International Journal of Contemporary Hospitality Management</i> , 2018 , 30, 514-538	7.5	396
144	Gain more insight from your PLS-SEM results. <i>Industrial Management and Data Systems</i> , 2016 , 116, 1865-1886	3.8	376
143	How to Specify, Estimate, and Validate Higher-Order Constructs in PLS-SEM. <i>Australasian Marketing Journal</i> , 2019 , 27, 197-211	5	352
142	A Concise Guide to Market Research 2011 ,		333
141	PLS-SEM or CB-SEM: updated guidelines on which method to use. <i>International Journal of Multivariate Data Analysis</i> , 2017 , 1, 107		333
140	Rethinking some of the rethinking of partial least squares. <i>European Journal of Marketing</i> , 2019 , 53, 566-584	4.4	272
139	Partial least squares structural equation modeling in HRM research. <i>International Journal of Human Resource Management</i> , 2020 , 31, 1617-1643	3.6	271
138	Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. <i>Internet Research</i> , 2019 , 29, 430-447	4.8	258
137	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. <i>Classroom Companion: Business</i> , 2021 ,	0.1	254
136	PLS-SEM or CB-SEM: updated guidelines on which method to use. <i>International Journal of Multivariate Data Analysis</i> , 2017 , 1, 107		218
135	On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). <i>Long Range Planning</i> , 2014 , 47, 154-160	1.6	218
134	Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I [method. <i>European Business Review</i> , 2016 , 28, 63-76	13.1	215
133	On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2017 , 39, 4-16	3.3	210
132	Addressing Endogeneity in International Marketing Applications of Partial Least Squares Structural Equation Modeling. <i>Journal of International Marketing</i> , 2018 , 26, 1-21	3.9	209
131	Treating unobserved heterogeneity in PLS path modeling: a comparison of FIMIX-PLS with different data analysis strategies. <i>Journal of Applied Statistics</i> , 2010 , 37, 1299-1318	1	144
130	Partial least squares structural equation modeling using SmartPLS: a software review. <i>Journal of Marketing Analytics</i> , 2019 , 7, 196-202	3	137
129	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edici3n) 2019 ,		137
128	Uncovering and Treating Unobserved Heterogeneity with FIMIX-PLS: Which Model Selection Criterion Provides an Appropriate Number of Segments?. <i>Schmalenbach Business Review</i> , 2011 , 63, 34-62	0.9	135

127	Structural model robustness checks in PLS-SEM. <i>Tourism Economics</i> , 2020 , 26, 531-554	3.1	131
126	Measuring reputation in global marketsA comparison of reputation measuresConvergent and criterion validities. <i>Journal of World Business</i> , 2013 , 48, 329-339	6.1	125
125	Management of multi-purpose stadiums: importance and performance measurement of service interfaces. <i>International Journal of Services, Technology and Management</i> , 2010 , 14, 188	0.2	123
124	PLS-SEM: Looking Back and Moving Forward. <i>Long Range Planning</i> , 2014 , 47, 132-137	5.7	111
123	Methodological research on partial least squares structural equation modeling (PLS-SEM). <i>Internet Research</i> , 2019 , 29, 407-429	4.8	110
122	A review of recent approaches for capturing heterogeneity in partial least squares path modelling. <i>Journal of Modelling in Management</i> , 2008 , 3, 140-161	2.2	109
121	Disentangling the Effects of Team Competences, Team Adaptability, and Client Communication on the Performance of Management Consulting Teams. <i>Long Range Planning</i> , 2013 , 46, 258-286	5.7	101
120	Structural modeling of heterogeneous data with partial least squares. <i>Review of Marketing Research</i> , 2010 , 255-296	0.3	100
119	Direct and configurational paths of absorptive capacity and organizational innovation to successful organizational performance. <i>Journal of Business Research</i> , 2016 , 69, 5317-5323	8.7	99
118	Framing the triple bottom line approach: Direct and mediation effects between economic, social and environmental elements. <i>Journal of Cleaner Production</i> , 2018 , 197, 972-991	10.3	99
117	Convergent validity assessment of formatively measured constructs in PLS-SEM. <i>International Journal of Contemporary Hospitality Management</i> , 2018 , 30, 3192-3210	7.5	98
116	How collinearity affects mixture regression results. <i>Marketing Letters</i> , 2015 , 26, 643-659	2.3	91
115	Beyond a tandem analysis of SEM and PROCESS: Use of PLS-SEM for mediation analyses!. <i>International Journal of Market Research</i> , 2020 , 62, 288-299	1.7	87
114	A Concise Guide to Market Research. <i>Springer Texts in Business and Economics</i> , 2014 ,	0.3	87
113	Response-Based Segmentation Using Finite Mixture Partial Least Squares. <i>Annals of Information Systems</i> , 2010 , 19-49		85
112	Customer Satisfaction with Commercial Airlines: The Role of Perceived Safety and Purpose of Travel. <i>Journal of Marketing Theory and Practice</i> , 2011 , 19, 459-472	2.2	76
111	Internet research using partial least squares structural equation modeling (PLS-SEM). <i>Internet Research</i> , 2019 , 29, 398-406	4.8	73
110	The relevance of reputation in the nonprofit sector: the moderating effect of socio-demographic characteristics. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2014 , 19, 110-126	0.6	73

109	The use of sampling methods in advertising research: a gap between theory and practice. <i>International Journal of Advertising</i> , 2018 , 37, 650-663	3.6	71
108	Identifying and treating unobserved heterogeneity with FIMIX-PLS. <i>European Business Review</i> , 2016 , 28, 208-224	13.1	71
107	On the value relevance of customer satisfaction. Multiple drivers and multiple markets. <i>Journal of the Academy of Marketing Science</i> , 2012 , 40, 509-525	12.4	70
106	Assessing the measurement invariance of the four-dimensional cultural intelligence scale across countries: A composite model approach. <i>European Management Journal</i> , 2016 , 34, 633-649	4.8	69
105	Genetic algorithm segmentation in partial least squares structural equation modeling. <i>OR Spectrum</i> , 2014 , 36, 251-276	1.9	66
104	A Concise Guide to Market Research. <i>Springer Texts in Business and Economics</i> , 2019 ,	0.3	65
103	ESTIMATING MODERATING EFFECTS IN PLS-SEM AND PLSc-SEM: INTERACTION TERM GENERATION*DATA TREATMENT 2018 , 2, 1-21		61
102	Developing a measurement approach for reputation of non-profit organizations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 2010 , 15, 276-299	0.6	59
101	Segmentation of PLS path models by iterative reweighted regressions. <i>Journal of Business Research</i> , 2016 , 69, 4583-4592	8.7	58
100	PLS path modeling and evolutionary segmentation. <i>Journal of Business Research</i> , 2013 , 66, 1318-1324	8.7	55
99	Assessing Heterogeneity in Customer Satisfaction Studies: Across Industry Similarities and within Industry Differences. <i>Advances in International Marketing</i> , 2011 , 169-194		54
98	From the Special Issue Guest Editors. <i>Journal of Marketing Theory and Practice</i> , 2011 , 19, 135-138	2.2	53
97	Do We Fully Understand the Critical Success Factors of Customer Satisfaction with Industrial Goods? - Extending Festge and Schwaiger's Model to Account for Unobserved Heterogeneity. <i>Journal of Business Market Management</i> , 2009 , 3, 185-206		50
96	Selecting single items to measure doubly concrete constructs: A cautionary tale. <i>Journal of Business Research</i> , 2016 , 69, 3159-3167	8.7	47
95	A concept analysis of methodological research on composite-based structural equation modeling: bridging PLSPM and GSCA. <i>Behaviormetrika</i> , 2020 , 47, 219-241	1.3	46
94	Prediction-Oriented Model Selection in Partial Least Squares Path Modeling. <i>Decision Sciences</i> , 2021 , 52, 567-607	3.7	46
93	When predictors of outcomes are necessary: guidelines for the combined use of PLS-SEM and NCA. <i>Industrial Management and Data Systems</i> , 2020 , 120, 2243-2267	3.6	45
92	Influence of community design on user behaviors in online communities. <i>Journal of Business Research</i> , 2014 , 67, 2258-2268	8.7	38

91	Applying the future time perspective scale to advertising research. <i>International Journal of Advertising</i> , 2014 , 33, 113-136	3.6	37
90	Guidelines for treating unobserved heterogeneity in tourism research: A comment on Marques and Reis (2015). <i>Annals of Tourism Research</i> , 2016 , 57, 279-284	7.7	35
89	Treating Unobserved Heterogeneity in PLS-SEM: A Multi-method Approach 2017 , 197-217		35
88	Factor Indeterminacy as Metrological Uncertainty: Implications for Advancing Psychological Measurement. <i>Multivariate Behavioral Research</i> , 2019 , 54, 429-443	2.3	33
87	Method trends and method needs: Examining methods needed for accelerating the field. <i>Journal of Family Business Strategy</i> , 2014 , 5, 4-14	4	33
86	PLS-Based Model Selection: The Role of Alternative Explanations in Information Systems Research. <i>Journal of the Association for Information Systems</i> , 346-397	1.8	33
85	The combined use of symmetric and asymmetric approaches: partial least squares-structural equation modeling and fuzzy-set qualitative comparative analysis. <i>International Journal of Contemporary Hospitality Management</i> , 2021 , ahead-of-print,	7.5	33
84	Exploring the influence of customers' time horizon perspectives on the satisfaction loyalty link. <i>Journal of Business Research</i> , 2014 , 67, 2620-2627	8.7	32
83	Art for the Sake of the Corporation. <i>Journal of Advertising Research</i> , 2010 , 50, 77-90	2.1	32
82	Should we use single items? Better not. <i>Journal of Business Research</i> , 2016 , 69, 3199-3203	8.7	32
81	On the practical relevance of the attraction effect: A cautionary note and guidelines for context effect experiments. <i>AMS Review</i> , 2015 , 5, 1-19	3	30
80	Executing and interpreting applications of PLS-SEM: Updates for family business researchers. <i>Journal of Family Business Strategy</i> , 2020 , 12, 100392	4	30
79	The Influence of Serotonin Deficiency on Choice Deferral and the Compromise Effect. <i>Journal of Marketing Research</i> , 2016 , 53, 183-198	5.2	29
78	Model selection uncertainty and multimodel inference in partial least squares structural equation modeling (PLS-SEM). <i>Journal of Business Research</i> , 2020 , 113, 13-24	8.7	28
77	Cutoff criteria for overall model fit indexes in generalized structured component analysis. <i>Journal of Marketing Analytics</i> , 2020 , 8, 189-202	3	25
76	Market segmentation with mixture regression models: Understanding measures that guide model selection. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2008 , 16, 228-246		24
75	Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. <i>Decision Sciences</i> , 2021 , 52, 362-392	3.7	23
74	Market Research. <i>Springer Texts in Business and Economics</i> , 2018 ,	0.3	22

73	Explanation Plus Prediction—The Logical Focus of Project Management Research. <i>Project Management Journal</i> , 2021 , 52, 319-322	3.5	22
72	Partial Least Squares Structural Equation Modeling 2021 , 1-47		22
71	What really matters in attraction effect research: when choices have economic consequences. <i>Marketing Letters</i> , 2017 , 28, 127-138	2.3	21
70	In Pursuit of Understanding What Drives Fan Satisfaction. <i>Journal of Leisure Research</i> , 2014 , 46, 419-447	1.9	21
69	Data, measurement, and causal inferences in machine learning: opportunities and challenges for marketing. <i>Journal of Marketing Theory and Practice</i> , 2021 , 29, 65-77	2.2	20
68	A cross-cultural comparison of brand extension success factors: A meta-study. <i>Journal of Brand Management</i> , 2010 , 18, 5-20	3.3	19
67	Progress in partial least squares structural equation modeling use in marketing research in the last decade. <i>Psychology and Marketing</i> ,	3.9	17
66	An Introduction to Structural Equation Modeling. <i>Classroom Companion: Business</i> , 2021 , 1-29	0.1	17
65	Short- and Long-Term Effects of Nonconsciously Processed Ambient Scents in a Servicescape: Findings From Two Field Experiments. <i>Journal of Service Research</i> , 2019 , 22, 440-455	6	15
64	Quantify uncertainty in behavioral research. <i>Nature Human Behaviour</i> , 2020 , 4, 329-331	12.8	15
63	Principal Component and Factor Analysis. <i>Springer Texts in Business and Economics</i> , 2018 , 265-311	0.3	13
62	Is there a tacit acceptance of student samples in marketing and management research?. <i>International Journal of Data Analysis Techniques and Strategies</i> , 2010 , 2, 62	0.5	13
61	How durable are compromise effects?. <i>Journal of Business Research</i> , 2016 , 69, 4056-4064	8.7	12
60	Prediction in HRM research—A gap between rhetoric and reality. <i>Human Resource Management Journal</i> ,	5.1	12
59	Latent class analysis in PLS-SEM: A review and recommendations for future applications. <i>Journal of Business Research</i> , 2022 , 138, 398-407	8.7	12
58	Parceling Cannot Reduce Factor Indeterminacy in Factor Analysis: A Research Note. <i>Psychometrika</i> , 2019 , 84, 772-780	2.2	11
57	Examining the Role of Psychological Ownership and Feedback in Customer Empowerment Strategies. <i>Journal of Creating Value</i> , 2016 , 2, 194-210	0.9	11
56	Innovative and established research methods in family business: Description, illustration and application guidelines. <i>Journal of Family Business Strategy</i> , 2014 , 5, 1-3	4	10

55	Partial Least Squares Structural Equation Modeling 2022 , 587-632		10
54	From Goods to Services Consumption: A Social Network Analysis on Sharing Economy and Servitization Research. <i>Journal of Service Management Research</i> , 2018 , 2, 3-16	1.6	10
53	Measurement in the social sciences: where C-OAR-SE delivers and where it does not. <i>European Journal of Marketing</i> , 2016 , 50, 1942-1952	4.4	10
52	Model Selection in Mixture Regression Analysis A Monte Carlo Simulation Study. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2008 , 61-68	0.2	8
51	Finite Mixture and Genetic Algorithm Segmentation in Partial Least Squares Path Modeling: Identification of Multiple Segments in Complex Path Models. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , 2009 , 167-176	0.2	8
50	Segmenting consumers based on sensory acceptance tests in sensory labs, immersive environments, and natural consumption settings. <i>Food Quality and Preference</i> , 2021 , 89, 104138	5.8	8
49	Mapping the jungle: A bibliometric analysis of research into construal level theory. <i>Psychology and Marketing</i> , 2021 , 38, 1367-1383	3.9	8
48	Der Knacks and a Silver Bullet 2019 , 155-164		6
47	Advancing family business research through modeling nonlinear relationships: Comparing PLS-SEM and multiple regression. <i>Journal of Family Business Strategy</i> , 2021 , 100457	4	6
46	The role of context and motivation variables in mobile commerce usage A further perspective on Chong (2013). <i>Technological Forecasting and Social Change</i> , 2014 , 88, 156-161	9.5	5
45	Mediation Analysis. <i>Classroom Companion: Business</i> , 2021 , 139-153	0.1	5
44	Data generation for composite-based structural equation modeling methods. <i>Advances in Data Analysis and Classification</i> , 2020 , 14, 747-757	1.8	4
43	From Family Identity to Family Firm Image and Reputation: Exploring Facets of the Perception of Family Influence in Branding, Marketing, and Other Messaging. <i>Journal of Family Business Strategy</i> , 2017 , 8, I-III	4	4
42	The time vs. money effect. A conceptual replication. <i>International Journal of Research in Marketing</i> , 2013 , 30, 199-200	5.5	4
41	Corporate identity, image and reputation management: a further analysis. <i>Corporate Communications</i> , 2012 , 17,	1.4	4
40	Heterogenität in varianzbasierter Strukturgleichungsmodellierung. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , 2008 , 30, 239-258	3.3	3
39	Evaluation of Reflective Measurement Models. <i>Classroom Companion: Business</i> , 2021 , 75-90	0.1	3
38	A comparative evaluation of factor- and component-based structural equation modelling approaches under (in)correct construct representations. <i>British Journal of Mathematical and Statistical Psychology</i> , 2021 ,	2.8	3

37	BLS-SEM: indeed a silver bullet? Retrospective observations and recent advances. <i>Journal of Marketing Theory and Practice</i> , 1-15	2.2	3
36	Getting Data. <i>Springer Texts in Business and Economics</i> , 2018, 51-93	0.3	2
35	Die Prognose von Serviceintervallen mit der Hazard-Raten-Analyse [Ergebnisse einer empirischen Studie im Automobilmarkt. <i>Zeitschrift für Planung Und Unternehmenssteuerung</i> , 2010, 20, 269-283		2
34	Segmentation of PLS path models by iterative reweighted regressions 2015,		2
33	Assessing measure congruence in nomological networks. <i>Journal of Business Research</i> , 2021, 130, 318-334	1.7	2
32	In Pursuit of Understanding What Drives Fan Satisfaction. <i>SSRN Electronic Journal</i> , 2012,	1	1
31	The Market Research Process 2010, 11-23		1
30	Moderation Analysis. <i>Classroom Companion: Business</i> , 2021, 155-172	0.1	1
29	Evaluation of the Structural Model. <i>Classroom Companion: Business</i> , 2021, 115-138	0.1	1
28	The Great Facilitator 2019, 1-7		1
27	Evaluation of Formative Measurement Models. <i>Classroom Companion: Business</i> , 2021, 91-113	0.1	1
26	Getting Data. <i>Springer Texts in Business and Economics</i> , 2019, 47-90	0.3	1
25	Digital Socialligators? Social Media-Induced Perceived Support During the Transition to the COVID-19 Lockdown. <i>Social Science Computer Review</i> , 089443932110658	3.1	1
24	Hypothesis Testing & ANOVA. <i>Springer Texts in Business and Economics</i> , 2018, 153-214	0.3	0
23	The SEMinR Package. <i>Classroom Companion: Business</i> , 2021, 49-74	0.1	0
22	A Prediction-Oriented Specification Search Algorithm for Generalized Structured Component Analysis. <i>Structural Equation Modeling</i> , 1-9	3.7	0
21	Hypothesis Testing & ANOVA 2010, 113-160		
20	Introduction to Market Research 2010, 1-9		

19 Getting Data **2010**, 45-75

18 Communicating the Results **2010**, 285-301

17 Introduction: Measurement and Research Methods in International Marketing. *Advances in International Marketing*, **2011**, 3-7

16 Overview of R and RStudio. *Classroom Companion: Business*, **2021**, 31-47

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15 Formative Messmodelle **2021**, 273-294

14 Ergebnisinterpretation **2021**, 243-256

13 Alternative Schätzverfahren für Komponentenmodelle **2021**, 379-394

12 Anwendungsprobleme der Kausalanalyse und Lösungsansätze **2021**, 395-454

11 Mehrgruppen-Kausalanalyse (MGKA) **2021**, 305-343

10 Kausalanalyse mit PLS **2021**, 345-378

9 Methoden der Strukturgleichungsanalyse (SGA) **2021**, 21-89

8 Konstrukt-Konzeptualisierung **2021**, 103-111

7 Überprüfung reflektiver Messmodelle **2021**, 137-187

6 Konstrukt-Operationalisierung **2021**, 113-136

5 Treiber der Fußballfanzufriedenheit - Eine kausalanalytische Untersuchung **2009**, 491-514

4 On the Performance of Management Consulting Teams. *Proceedings - Academy of Management*, **2012**, 2012, 10603

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3 Getting Data. *Springer Texts in Business and Economics*, **2014**, 47-86

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2 Principal Component and Factor Analysis. *Springer Texts in Business and Economics*, **2019**, 257-299

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- 1 Influencer Marketing as a Counterstrategy to the Commoditization of Marketing Communications:
A Bibliometric Analysis. *Management for Professionals*, **2022**, 293-328 0.4