

# Marko Sarstedt

## List of Publications by Year in Descending Order

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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	Partial Least Squares Structural Equation Modeling <b>2022</b> , 587-632		10
161	Latent class analysis in PLS-SEM: A review and recommendations for future applications. <i>Journal of Business Research</i> , <b>2022</b> , 138, 398-407	8.7	12
160	Influencer Marketing as a Counterstrategy to the Commoditization of Marketing Communications: A Bibliometric Analysis. <i>Management for Professionals</i> , <b>2022</b> , 293-328	0.4	
159	Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. <i>Classroom Companion: Business</i> , <b>2021</b> ,	0.1	254
158	Moderation Analysis. <i>Classroom Companion: Business</i> , <b>2021</b> , 155-172	0.1	1
157	Overview of R and RStudio. <i>Classroom Companion: Business</i> , <b>2021</b> , 31-47	0.1	
156	Evaluation of the Structural Model. <i>Classroom Companion: Business</i> , <b>2021</b> , 115-138	0.1	1
155	Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. <i>Decision Sciences</i> , <b>2021</b> , 52, 362-392	3.7	23
154	Evaluation of Reflective Measurement Models. <i>Classroom Companion: Business</i> , <b>2021</b> , 75-90	0.1	3
153	Formative Messmodelle <b>2021</b> , 273-294		
152	Ergebnisinterpretation <b>2021</b> , 243-256		
151	Alternative Schätzverfahren für Komponentenmodelle <b>2021</b> , 379-394		
150	Anwendungsprobleme der Kausalanalyse und Lösungsansätze <b>2021</b> , 395-454		
149	Mehrgruppen-Kausalanalyse (MGKA) <b>2021</b> , 305-343		
148	Kausalanalyse mit PLS <b>2021</b> , 345-378		
147	Methoden der Strukturgleichungsanalyse (SGA) <b>2021</b> , 21-89		
146	Konstrukt-Konzeptualisierung <b>2021</b> , 103-111		

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

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

143 Advancing family business research through modeling nonlinear relationships: Comparing PLS-SEM and multiple regression. *Journal of Family Business Strategy*, **2021**, 100457 4 6

142 A comparative evaluation of factor- and component-based structural equation modelling approaches under (in)correct construct representations. *British Journal of Mathematical and Statistical Psychology*, **2021**, 2.8 3

141 An Introduction to Structural Equation Modeling. *Classroom Companion: Business*, **2021**, 1-29 0.1 17

140 The SEMinR Package. *Classroom Companion: Business*, **2021**, 49-74 0.1 0

139 Mediation Analysis. *Classroom Companion: Business*, **2021**, 139-153 0.1 5

138 Evaluation of Formative Measurement Models. *Classroom Companion: Business*, **2021**, 91-113 0.1 1

137 Explanation Plus Prediction – The Logical Focus of Project Management Research. *Project Management Journal*, **2021**, 52, 319-322 3.5 22

136 Segmenting consumers based on sensory acceptance tests in sensory labs, immersive environments, and natural consumption settings. *Food Quality and Preference*, **2021**, 89, 104138 5.8 8

135 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**, ahead-of-print, 7.5 33

134 Assessing measure congruence in nomological networks. *Journal of Business Research*, **2021**, 130, 318-334 17 2

133 Mapping the jungle: A bibliometric analysis of research into construal level theory. *Psychology and Marketing*, **2021**, 38, 1367-1383 3.9 8

132 Prediction-Oriented Model Selection in Partial Least Squares Path Modeling. *Decision Sciences*, **2021**, 52, 567-607 3.7 46

131 Data, measurement, and causal inferences in machine learning: opportunities and challenges for marketing. *Journal of Marketing Theory and Practice*, **2021**, 29, 65-77 2.2 20

130 Partial Least Squares Structural Equation Modeling **2021**, 1-47 22

129 Data generation for composite-based structural equation modeling methods. *Advances in Data Analysis and Classification*, **2020**, 14, 747-757 1.8 4

128 Model selection uncertainty and multimodel inference in partial least squares structural equation modeling (PLS-SEM). *Journal of Business Research*, **2020**, 113, 13-24 8.7 28

127	Beyond a tandem analysis of SEM and PROCESS: Use of PLS-SEM for mediation analyses!. <i>International Journal of Market Research</i> , <b>2020</b> , 62, 288-299	1.7	87
126	Quantify uncertainty in behavioral research. <i>Nature Human Behaviour</i> , <b>2020</b> , 4, 329-331	12.8	15
125	Executing and interpreting applications of PLS-SEM: Updates for family business researchers. <i>Journal of Family Business Strategy</i> , <b>2020</b> , 12, 100392	4	30
124	When predictors of outcomes are necessary: guidelines for the combined use of PLS-SEM and NCA. <i>Industrial Management and Data Systems</i> , <b>2020</b> , 120, 2243-2267	3.6	45
123	Cutoff criteria for overall model fit indexes in generalized structured component analysis. <i>Journal of Marketing Analytics</i> , <b>2020</b> , 8, 189-202	3	25
122	Partial least squares structural equation modeling in HRM research. <i>International Journal of Human Resource Management</i> , <b>2020</b> , 31, 1617-1643	3.6	271
121	Structural model robustness checks in PLS-SEM. <i>Tourism Economics</i> , <b>2020</b> , 26, 531-554	3.1	131
120	A concept analysis of methodological research on composite-based structural equation modeling: bridging PLSPM and GSCA. <i>Behaviormetrika</i> , <b>2020</b> , 47, 219-241	1.3	46
119	How to Specify, Estimate, and Validate Higher-Order Constructs in PLS-SEM. <i>Australasian Marketing Journal</i> , <b>2019</b> , 27, 197-211	5	352
118	Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. <i>European Journal of Marketing</i> , <b>2019</b> , 53, 2322-2347	4.4	451
117	Partial least squares structural equation modeling using SmartPLS: a software review. <i>Journal of Marketing Analytics</i> , <b>2019</b> , 7, 196-202	3	137
116	Internet research using partial least squares structural equation modeling (PLS-SEM). <i>Internet Research</i> , <b>2019</b> , 29, 398-406	4.8	73
115	Short- and Long-Term Effects of Nonconsciously Processed Ambient Scents in a Servicescape: Findings From Two Field Experiments. <i>Journal of Service Research</i> , <b>2019</b> , 22, 440-455	6	15
114	Der Knacks and a Silver Bullet <b>2019</b> , 155-164		6
113	Factor Indeterminacy as Metrological Uncertainty: Implications for Advancing Psychological Measurement. <i>Multivariate Behavioral Research</i> , <b>2019</b> , 54, 429-443	2.3	33
112	Rethinking some of the rethinking of partial least squares. <i>European Journal of Marketing</i> , <b>2019</b> , 53, 566-584	4.4	272
111	Methodological research on partial least squares structural equation modeling (PLS-SEM). <i>Internet Research</i> , <b>2019</b> , 29, 407-429	4.8	110
110	Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. <i>Internet Research</i> , <b>2019</b> , 29, 430-447	4.8	258

109	Parceling Cannot Reduce Factor Indeterminacy in Factor Analysis: A Research Note. <i>Psychometrika</i> , <b>2019</b> , 84, 772-780	2.2	11
108	Manual de Partial Least Squares Structural Equation Modeling (PLS-SEM) (Segunda Edici�) <b>2019</b> ,		137
107	The Great Facilitator <b>2019</b> , 1-7		1
106	A Concise Guide to Market Research. <i>Springer Texts in Business and Economics</i> , <b>2019</b> ,	0.3	65
105	Getting Data. <i>Springer Texts in Business and Economics</i> , <b>2019</b> , 47-90	0.3	1
104	Principal Component and Factor Analysis. <i>Springer Texts in Business and Economics</i> , <b>2019</b> , 257-299	0.3	
103	When to use and how to report the results of PLS-SEM. <i>European Business Review</i> , <b>2019</b> , 31, 2-24	13.1	2593
102	The use of sampling methods in advertising research: a gap between theory and practice. <i>International Journal of Advertising</i> , <b>2018</b> , 37, 650-663	3.6	71
101	Getting Data. <i>Springer Texts in Business and Economics</i> , <b>2018</b> , 51-93	0.3	2
100	Hypothesis Testing & ANOVA. <i>Springer Texts in Business and Economics</i> , <b>2018</b> , 153-214	0.3	0
99	Principal Component and Factor Analysis. <i>Springer Texts in Business and Economics</i> , <b>2018</b> , 265-311	0.3	13
98	Addressing Endogeneity in International Marketing Applications of Partial Least Squares Structural Equation Modeling. <i>Journal of International Marketing</i> , <b>2018</b> , 26, 1-21	3.9	209
97	From Goods to Services Consumption: A Social Network Analysis on Sharing Economy and Servitization Research. <i>Journal of Service Management Research</i> , <b>2018</b> , 2, 3-16	1.6	10
96	ESTIMATING MODERATING EFFECTS IN PLS-SEM AND PLSc-SEM: INTERACTION TERM GENERATION*DATA TREATMENT <b>2018</b> , 2, 1-21		61
95	Market Research. <i>Springer Texts in Business and Economics</i> , <b>2018</b> ,	0.3	22
94	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> , <b>2018</b> , 30, 514-538	7.5	396
93	Convergent validity assessment of formatively measured constructs in PLS-SEM. <i>International Journal of Contemporary Hospitality Management</i> , <b>2018</b> , 30, 3192-3210	7.5	98
92	Framing the triple bottom line approach: Direct and mediation effects between economic, social and environmental elements. <i>Journal of Cleaner Production</i> , <b>2018</b> , 197, 972-991	10.3	99

91	What really matters in attraction effect research: when choices have economic consequences. <i>Marketing Letters</i> , <b>2017</b> , 28, 127-138	2.3	21
90	Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. <i>Journal of the Academy of Marketing Science</i> , <b>2017</b> , 45, 616-632	12.4	550
89	PLS-SEM or CB-SEM: updated guidelines on which method to use. <i>International Journal of Multivariate Data Analysis</i> , <b>2017</b> , 1, 107		218
88	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> , <b>2017</b> , 8, I-III	4	4
87	Treating Unobserved Heterogeneity in PLS-SEM: A Multi-method Approach <b>2017</b> , 197-217		35
86	PLS-SEM or CB-SEM: updated guidelines on which method to use. <i>International Journal of Multivariate Data Analysis</i> , <b>2017</b> , 1, 107		333
85	On Comparing Results from CB-SEM and PLS-SEM: Five Perspectives and Five Recommendations. <i>Marketing, Zeitschrift Fur Forschung Und Praxis</i> , <b>2017</b> , 39, 4-16	3.3	210
84	Partial Least Squares Strukturgleichungsmodellierung <b>2017</b> ,		501
83	Partial Least Squares Structural Equation Modeling <b>2017</b> , 1-40		401
82	The Influence of Serotonin Deficiency on Choice Deferral and the Compromise Effect. <i>Journal of Marketing Research</i> , <b>2016</b> , 53, 183-198	5.2	29
81	Direct and configurational paths of absorptive capacity and organizational innovation to successful organizational performance. <i>Journal of Business Research</i> , <b>2016</b> , 69, 5317-5323	8.7	99
80	Estimation issues with PLS and CBSEM: Where the bias lies!. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3998-4010	8.7	626
79	Assessing the measurement invariance of the four-dimensional cultural intelligence scale across countries: A composite model approach. <i>European Management Journal</i> , <b>2016</b> , 34, 633-649	4.8	69
78	Identifying and treating unobserved heterogeneity with FIMIX-PLS: part I ¶method. <i>European Business Review</i> , <b>2016</b> , 28, 63-76	13.1	215
77	Identifying and treating unobserved heterogeneity with FIMIX-PLS. <i>European Business Review</i> , <b>2016</b> , 28, 208-224	13.1	71
76	Selecting single items to measure doubly concrete constructs: A cautionary tale. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3159-3167	8.7	47
75	Guidelines for treating unobserved heterogeneity in tourism research: A comment on Marques and Reis (2015). <i>Annals of Tourism Research</i> , <b>2016</b> , 57, 279-284	7.7	35
74	Measurement in the social sciences: where C-OAR-SE delivers and where it does not. <i>European Journal of Marketing</i> , <b>2016</b> , 50, 1942-1952	4.4	10

73	How durable are compromise effects?. <i>Journal of Business Research</i> , <b>2016</b> , 69, 4056-4064	8.7	12
72	Testing measurement invariance of composites using partial least squares. <i>International Marketing Review</i> , <b>2016</b> , 33, 405-431	4.4	736
71	Should we use single items? Better not. <i>Journal of Business Research</i> , <b>2016</b> , 69, 3199-3203	8.7	32
70	Segmentation of PLS path models by iterative reweighted regressions. <i>Journal of Business Research</i> , <b>2016</b> , 69, 4583-4592	8.7	58
69	Examining the Role of Psychological Ownership and Feedback in Customer Empowerment Strategies. <i>Journal of Creating Value</i> , <b>2016</b> , 2, 194-210	0.9	11
68	Gain more insight from your PLS-SEM results. <i>Industrial Management and Data Systems</i> , <b>2016</b> , 116, 1865-1886	3.8	376
67	On the practical relevance of the attraction effect: A cautionary note and guidelines for context effect experiments. <i>AMS Review</i> , <b>2015</b> , 5, 1-19	3	30
66	A new criterion for assessing discriminant validity in variance-based structural equation modeling. <i>Journal of the Academy of Marketing Science</i> , <b>2015</b> , 43, 115-135	12.4	6676
65	How collinearity affects mixture regression results. <i>Marketing Letters</i> , <b>2015</b> , 26, 643-659	2.3	91
64	Segmentation of PLS path models by iterative reweighted regressions <b>2015</b> ,		2
63	PLS-SEM: Looking Back and Moving Forward. <i>Long Range Planning</i> , <b>2014</b> , 47, 132-137	5.7	111
62	On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). <i>Long Range Planning</i> , <b>2014</b> , 47, 154-160	5.9	218
61	Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. <i>Journal of Family Business Strategy</i> , <b>2014</b> , 5, 105-115	4	613
60	Partial least squares structural equation modeling (PLS-SEM). <i>European Business Review</i> , <b>2014</b> , 26, 106-121	13.1	2626
59	A Concise Guide to Market Research. <i>Springer Texts in Business and Economics</i> , <b>2014</b> ,	0.3	87
58	Influence of community design on user behaviors in online communities. <i>Journal of Business Research</i> , <b>2014</b> , 67, 2258-2268	8.7	38
57	The role of context and motivation variables in mobile commerce usage – A further perspective on Chong (2013). <i>Technological Forecasting and Social Change</i> , <b>2014</b> , 88, 156-161	9.5	5
56	Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). <i>Organizational Research Methods</i> , <b>2014</b> , 17, 182-209	5.7	1201

55	Exploring the influence of customers' time horizon perspectives on the satisfaction-loyalty link. <i>Journal of Business Research</i> , <b>2014</b> , 67, 2620-2627	8.7	32
54	In Pursuit of Understanding What Drives Fan Satisfaction. <i>Journal of Leisure Research</i> , <b>2014</b> , 46, 419-447	1.9	21
53	Applying the future time perspective scale to advertising research. <i>International Journal of Advertising</i> , <b>2014</b> , 33, 113-136	3.6	37
52	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> , <b>2014</b> , 19, 110-126	0.6	73
51	Genetic algorithm segmentation in partial least squares structural equation modeling. <i>OR Spectrum</i> , <b>2014</b> , 36, 251-276	1.9	66
50	Innovative and established research methods in family business: Description, illustration and application guidelines. <i>Journal of Family Business Strategy</i> , <b>2014</b> , 5, 1-3	4	10
49	Method trends and method needs: Examining methods needed for accelerating the field. <i>Journal of Family Business Strategy</i> , <b>2014</b> , 5, 4-14	4	33
48	Getting Data. <i>Springer Texts in Business and Economics</i> , <b>2014</b> , 47-86	0.3	
47	Goodness-of-fit indices for partial least squares path modeling. <i>Computational Statistics</i> , <b>2013</b> , 28, 565-580	5.8	588
46	Measuring reputation in global markets: A comparison of reputation measures' convergent and criterion validities. <i>Journal of World Business</i> , <b>2013</b> , 48, 329-339	6.1	125
45	Disentangling the Effects of Team Competences, Team Adaptability, and Client Communication on the Performance of Management Consulting Teams. <i>Long Range Planning</i> , <b>2013</b> , 46, 258-286	5.7	101
44	PLS path modeling and evolutionary segmentation. <i>Journal of Business Research</i> , <b>2013</b> , 66, 1318-1324	8.7	55
43	The time vs. money effect. A conceptual replication. <i>International Journal of Research in Marketing</i> , <b>2013</b> , 30, 199-200	5.5	4
42	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> , <b>2012</b> , 45, 320-340	5.7	819
41	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> , <b>2012</b> , 40, 434-449	12.4	598
40	In Pursuit of Understanding What Drives Fan Satisfaction. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	1
39	On the value relevance of customer satisfaction. Multiple drivers and multiple markets. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 509-525	12.4	70
38	An assessment of the use of partial least squares structural equation modeling in marketing research. <i>Journal of the Academy of Marketing Science</i> , <b>2012</b> , 40, 414-433	12.4	3077



37	Corporate identity, image and reputation management: a further analysis. <i>Corporate Communications</i> , <b>2012</b> , 17,	1.4	4
36	On the Performance of Management Consulting Teams. <i>Proceedings - Academy of Management</i> , <b>2012</b> , 2012, 10603	0.1	
35	Assessing Heterogeneity in Customer Satisfaction Studies: Across Industry Similarities and within Industry Differences. <i>Advances in International Marketing</i> , <b>2011</b> , 169-194		54
34	A Concise Guide to Market Research <b>2011</b> ,		333
33	Uncovering and Treating Unobserved Heterogeneity with FIMIX-PLS: Which Model Selection Criterion Provides an Appropriate Number of Segments?. <i>Schmalenbach Business Review</i> , <b>2011</b> , 63, 34-62	0.9	135
32	Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results. <i>Advances in International Marketing</i> , <b>2011</b> , 22, 195-218		456
31	Introduction: Measurement and Research Methods in International Marketing. <i>Advances in International Marketing</i> , <b>2011</b> , 3-7		
30	Customer Satisfaction with Commercial Airlines: The Role of Perceived Safety and Purpose of Travel. <i>Journal of Marketing Theory and Practice</i> , <b>2011</b> , 19, 459-472	2.2	76
29	From the Special Issue Guest Editors. <i>Journal of Marketing Theory and Practice</i> , <b>2011</b> , 19, 135-138	2.2	53
28	PLS-SEM: Indeed a Silver Bullet. <i>Journal of Marketing Theory and Practice</i> , <b>2011</b> , 19, 139-152	2.2	7026
27	Art for the Sake of the Corporation. <i>Journal of Advertising Research</i> , <b>2010</b> , 50, 77-90	2.1	32
26	Response-Based Segmentation Using Finite Mixture Partial Least Squares. <i>Annals of Information Systems</i> , <b>2010</b> , 19-49		85
25	A cross-cultural comparison of brand extension success factors: A meta-study. <i>Journal of Brand Management</i> , <b>2010</b> , 18, 5-20	3.3	19
24	The Market Research Process <b>2010</b> , 11-23		1
23	Hypothesis Testing & ANOVA <b>2010</b> , 113-160		
22	Introduction to Market Research <b>2010</b> , 1-9		
21	Getting Data <b>2010</b> , 45-75		
20	Communicating the Results <b>2010</b> , 285-301		

19	Structural modeling of heterogeneous data with partial least squares. <i>Review of Marketing Research</i> , <b>2010</b> , 255-296	0.3	100
18	Treating unobserved heterogeneity in PLS path modeling: a comparison of FIMIX-PLS with different data analysis strategies. <i>Journal of Applied Statistics</i> , <b>2010</b> , 37, 1299-1318	1	144
17	Management of multi-purpose stadiums: importance and performance measurement of service interfaces. <i>International Journal of Services, Technology and Management</i> , <b>2010</b> , 14, 188	0.2	123
16	Is there a tacit acceptance of student samples in marketing and management research?. <i>International Journal of Data Analysis Techniques and Strategies</i> , <b>2010</b> , 2, 62	0.5	13
15	Die Prognose von Serviceintervallen mit der Hazard-Raten-Analyse [Ergebnisse einer empirischen Studie im Automobilmarkt. <i>Zeitschrift für Planung Und Unternehmenssteuerung</i> , <b>2010</b> , 20, 269-283		2
14	Developing a measurement approach for reputation of non-profit organizations. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , <b>2010</b> , 15, 276-299	0.6	59
13	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> , <b>2009</b> , 3, 185-206		50
12	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> , <b>2009</b> , 167-176	0.2	8
11	Treiber der Fußballzufriedenheit - Eine kausalanalytische Untersuchung <b>2009</b> , 491-514		
10	A review of recent approaches for capturing heterogeneity in partial least squares path modelling. <i>Journal of Modelling in Management</i> , <b>2008</b> , 3, 140-161	2.2	109
9	Market segmentation with mixture regression models: Understanding measures that guide model selection. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , <b>2008</b> , 16, 228-246		24
8	Heterogenität in varianzbasierter Strukturgleichungsmodellierung. <i>Marketing, Zeitschrift Für Forschung Und Praxis</i> , <b>2008</b> , 30, 239-258	3.3	3
7	Model Selection in Mixture Regression Analysis: A Monte Carlo Simulation Study. <i>Studies in Classification, Data Analysis, and Knowledge Organization</i> , <b>2008</b> , 61-68	0.2	8
6	Progress in partial least squares structural equation modeling use in marketing research in the last decade. <i>Psychology and Marketing</i> ,	3.9	17
5	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
4	Prediction in HRM research: A gap between rhetoric and reality. <i>Human Resource Management Journal</i> ,	5.1	12
3	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
2	PLS-SEM: indeed a silver bullet? Retrospective observations and recent advances. <i>Journal of Marketing Theory and Practice</i> , 1-15	2.2	3

1	A Prediction-Oriented Specification Search Algorithm for Generalized Structured Component Analysis. <i>Structural Equation Modeling</i> ,1-9	3.7	o
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