

## A Primer On Partial Least Squares Structural Equation Modeling Pls Sem

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**A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)** by Hair, Hult, Ringle, and Sarstedt, provides a concise yet very practical guide to understanding and using PLS structural equation modeling (PLS-SEM). PLS-SEM is evolving as a statistical modeling technique and 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 the more popular ...

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