PLS 2024

In affiliation with:

2024 International Conference on Partial Least Squares Structural Equation Modeling (PLS-SEM)

Organised by:
Sunway Business School

Event date:
3-7 September 2024

Venue:
**Sunway University,
Bandar Sunway,
Selangor, Malaysia**

PLS2024 Highlights

Prof. Dr. Christian M. Ringle
Hamburg University of Technology, Hamburg, Germany

Prof. Dr. Dr. h.c. Marko Sarstedt
Ludwig Maximilian University Munich, Germany

Prof. Dr. Weng Marc Lim
Dean,
Sunway Business School,
Sunway University

Prof. Ramayah Thurasamy
Strategic Advisor,
School of Management,
Universiti Sains Malaysia

Welcome to PLS2024 in Sunway University, Malaysia

Join PLS2024 — a conference meeting of researchers and practitioners who apply and advance partial least squares structural equation modeling (PLS-SEM) across all fields of scientific inquiry.

Subject and disciplines:
Applications and/or methodological advances of PLS-SEM; contributions from all disciplines are welcome.

Submission of abstracts/papers:
Please submit your extended abstract before **31st May 2024**.

Potential publication:
Extended abstracts presented at PLS 2024 conference will be featured in our conference proceedings, with e-ISBN. You are also eligible to submit to relevant journals:

- Activities, Adaptation & Aging **(Scopus Q1)**
- Asian Academy of Management Journal **(Scopus Q3)**
- Asian Journal of Business Research **(Scopus Q2)**
- Journal of Applied Structural Equation Modeling **(Scopus Q2)**
- Journal of Organizational and End User Computing **(Scopus Q2)**
- Global Business and Organizational Excellence **(Scopus Q2)**
- Malaysian Journal of Learning And Instruction **(Scopus Q1)**
- Young Consumers **(Scopus Q1)**

Social program highlights:
Whole-day cultural immersion.

For more information, abstract submission and registration:
https://sunwayuniversity.edu.my/pls2024

Registration:
The deadline for registration and payment is on **15th July 2024**.

PLS2024 aims to unite researchers and practitioners engaged in empirical applications and methodological advancements of the PLS-SEM method. This inclusive conference welcomes participants ranging from novices to world-leading experts, fostering a spirit of sharing and collaboration. The event is dedicated to further developing the method comprehensively, with the anticipation that the outcomes will significantly influence PLS-SEM research in the years ahead. PLS2024 seeks submissions in two main categories:

1. **Applications of PLS-SEM**: Highlighting best-practice PLS-SEM applications across various fields, including the social sciences, computer science, engineering, and medicine.

2. **Methodological Advances**: Providing a platform for the exchange of new concepts and advancements in the field, with emerging topics such as factor-based vs. composite-based model estimation, goodness-of-fit measures, predictive model assessment, longitudinal data analysis, robust segmentation methods, and the application of PLS-SEM for predictive vs. explanatory research.

For inquiries, email the conference organizer at **pls2024@sunway.edu.my**.

**We look forward to welcoming you to
Sunway University, Malaysia**