

# FLORIAN SCHUBERTH

(born January 4th 1987, German citizen)

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Leliestraat 60, 7514XM Enschede, The Netherlands  
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**EDUCATION** Doctoral Studies of Econometrics (summa cum laude), University of Würzburg, 09.2012 – 10.2017.  
Research visit under the supervision of Prof. Jörg Henseler, University of Twente, The Netherlands, 08. – 10.2016.  
Research visit under the supervision of Prof. Jörg Henseler, University of Twente, The Netherlands, 08. – 09.2015.  
M.Sc. in Economics (Grade 1.5), University of Würzburg, 2012.  
Major subjects: Econometrics, Banking and Finance.  
B.Sc. in Economic Science (Grade 2.1), University of Würzburg, 2010.

**EMPLOYMENT** Assistant Professor to Jörg Henseler, University of Twente, 2017 – present.  
Research/Teaching Assistant to Prof. Kukuk, University of Würzburg, 2012 – 2017.  
Lecturer at the Applied University of Würzburg-Schweinfurt, 2012 – 2016.  
Statistical Department of the City of Würzburg, Internship, Würzburg, 2011.  
Student Research Assistant to Prof. Kukuk, University of Würzburg, 2009 – 2011.  
Student Research Assistant to Prof. Fehr, University of Würzburg, 2009 – 2011.

**RESEARCH INTERESTS** Structural equation modeling with latent variables, composite modeling, partial least squares path modeling, correlation analysis.

**AWARDS & SCHOLARSHIPS** PhD thesis award by 'Unterfränkische Gedenkjahrstiftung für Wissenschaft und Universität Würzburg', 2018.

Award of Georg-von-Schanz-Association: Fourth best Master's Degree of the Year, University of Würzburg, 2012.

**PUBLICATIONS** Schubert, Florian; Henseler, Jörg; Dijkstra, Theo K. (forthcoming). Confirmatory composite analysis. *Frontiers in Psychology*.

Rademaker, Manuel; Schubert, Florian; Dijkstra, Theo K.. Measurement error correlation within blocks of indicators in consistent partial least squares: Issues and remedies (accepted in *Internet Research*).

Klesel, Michael; Schubert, Florian; Henseler, Jörg; Niehaves, Björn. A test for multigroup comparison in partial least squares path modeling (accepted in *Internet Research*).

Salazar-Ordóñez, Melania; Schubert, Florian; Cabrera, Elena R.; Arriaza, Manuel; Rodriguez-Entrena; Macarío (2018). The effects of person-related and environmental

factors on consumers' decision-making in agri-food markets: the case of olive oils. *Food Research International*, 112, 412-424.

Müller, Tobias; Schubert, Florian; Henseler, Jörg. (forthcoming). PLS path modeling a confirmatory approach to study tourism technology and tourist behavior. *Journal of Hospitality and Tourism Technology*.

Rodriguez-Entrena, Macarío; Schubert, Florian; Gelhard, Carsten (2018). Assessing statistical differences between parameter estimates in Partial Least Squares path modeling. *Quality & Quantity*, 52(1), 57-69.

Schubert, Florian; Henseler, Jörg; Dijkstra, Theo K. (2018). Partial least squares path modeling using ordinal categorical variables. *Quality & Quantity*, 52(1), 9-35.

#### **BOOK CHAPTERS**

Henseler, Jörg; Müller, Tobias; Schubert, Florian (forthcoming). New guidelines for the use of PLS path modeling in hospitality, travel and tourism research. in: Ali F.; Rasoolimanesh, S. Mostafa; Cobanoglu, Cihan (Eds.). *Application of Partial Least Squares Structural Equation Modeling (PLS-SEM) in Tourism and Hospitality Research*. Emerald.

Schubert, Florian; Cantaluppi, Gabriele (2017). Ordinal consistent partial least squares. In: Latan, Hengky; Noonan, Richard (Eds.). *Partial Least Squares Path Modeling Basic Concepts, Methodological Issues and Applications*. Berlin, Heidelberg: Springer.

#### **WORKING PAPERS**

Hoehn, Balthasar; Schubert, Florian; Steiner, Manuel. Dealing with heteroskedasticity, autocorrelation and endogeneity in German audit fee panel data - Comparing Approaches.

#### **CONFERENCE PRESENTA- TIONS**

Schubert, Florian; Henseler, Jörg. Testing design-oriented auxiliary theories using PLS path modeling. 23rd International Conference on Computational Statistics (COMPSTAT 2018), Iasi, Romania, August 28-31, 2018.

Schubert, Florian; Henseler, Jörg; Dijkstra Theo K.. Confirmatory Composite Analysis. Meeting of the Working Group Structural Equation Modeling, Amsterdam, The Netherlands, March 15-16, 2018.

Benitez, José; Castillo, Ana; Schubert, Florian. A theory on the role of information technology in value creation from open innovation. 8th Annual Conference of the European Decision Sciences Institute, Granada, Spain, May/June 29 - 1, 2017.

Schubert, Florian; Büchner, Rebecca; Schermelleh-Engel, Karin; Dijkstra, Theo K.. Polynomial factor models: non-iterative estimation via method of moments. Meeting of the Working Group Structural Equation Modeling, Ghent, Belgium, March 16-17, 2017.

Schubert, Florian; Henseler, Jörg; Dijkstra, Theo K.. Partial least squares path modeling using ordinal categorical indicators. Meeting of the Working Group Structural Equation Modeling, Zurich, Suisse, April 7-8, 2016.

#### **CONFERENCES & SEMINARS**

Guest Lecture "Confirmatory Composite Analysis", University of Magdeburg, Germany; 23rd Conference on Computational Statistics (COMPSTAT 2018), Iasi, Romania (participant); Meeting of the Working Group Structural Equation Modeling,

Amsterdam, The Netherlands (participant) 2018

13. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie, Tübingen (discussant only); Seminar: PLS path modeling using ADANCO, Würzburg, Prof. Jörg Henseler; Meeting of the Working Group Structural Equation Modeling, Ghent, Belgium (participant) 2017

Meeting of the Working Group Structural Equation Modeling, Berlin, Germany (participant); 2016

Meeting of the Working Group Structural Equation Modeling, Berlin, Germany (discussant only); 2015

Barcelona GSE Summer School, Barcelona, Spain

*Panel Data Linear Analysis*, Prof Badi Baltagi; Meeting of the Working Group Structural Equation Modeling, Frankfurt, Germany (discussant only); 2014.

FIFOS Workshop, Würzburg; Meeting of the Working Group Structural Equation Modeling, Bielefeld, Germany (discussant only); Workshop: Principles of PLS Path-Modeling, Würzburg, Germany; Meeting of the Graduate School Economics, Law and Social Studies (Würzburg), Oberjoch, Germany; 2013.

Bavarian Graduate Program in Economics

*Advanced Econometrics*, (Prof. Jeffrey Wooldridge), Muggendorf, Germany; FIFOS Workshop, Würzburg, Germany; 2012.

## PROJECTS

Development of the R package cSEM (together with Manuel

Development of the R Package MoMpoly (together with Theo K. Dijkstra; Tamara Schamberger) to estimate polynomial structural equation models with latent variables using a non-iterative method of moments.

## REFEREE ACTIVITY

Journal of Business Research, Industrial Management & Data Systems, Journal of Ecological Economics, Business and Professional Ethics Journal, Advances in Statistical Analysis, International Conference On Information Systems (ICIS)

## TEACHING EXPERIENCE

Modelling Consumer Behaviour (lecture); Empirical Methods for Designer (lecture); Principles of Statistics (Exercise), Principles of Quantitative Methods (Exercise), Computational Economics (Exercise), Computer Lab in Regression Analysis (Lecture/Exercise), Econometrics 1 (Exercise), Econometrics 2 (Exercise), Microeconomics (Exercise), Principles of Statistics for Business Administration (Lecture), Statistics II for Business Administration (Lecture), Quantitative and Design Methods for Business Research (Lecture/Exercise).  
Certified lecturer (by ProfiLehre: basic level).

## SOFTWARE

R, EViews, Stata, Mathematica, L<sup>A</sup>T<sub>E</sub>X, Fortran, Gretl, Office.

## LANGUAGES

German (mother tongue), English (fluently spoken and written), French (basic knowledge).

**REFERENCES**

Professor Dr. Martin Kukuk  
Chair for Econometrics  
Faculty of Business Management and Economics  
University of Würzburg  
martin.kukuk@uni-wuerzburg.de

Professor Dr. Jörg Henseler  
Chair of Product-Market Relations  
Department of Design  
Faculty of Engineering Technology  
University of Twente  
j.henseler@utwente.nl

Professor Dr. Theo K. Dijkstra  
Faculty of Economics and Business  
University of Groningen  
t.k.dijkstra@rug.nl

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