

FLORIAN SCHUBERTH

(born January 4th 1987, German citizen)

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EDUCATION Research visit under the supervision of Prof. Laura Trinchera, NEOMA Business School, France, 17.06. – 20.6.2019.
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 Public Finance.
B.Sc. in Economic Science (Grade 2.1), University of Würzburg, 2010.

EMPLOYMENT Instructor for PLS Workshops as freelancer, PLS School, 2019 - present
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, confirmatory composite 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 Henseler, Jörg; Schubertth, Florian (2020). Using Confirmatory Composite Analysis to Assess Emergent Variables in Business Research. *Journal of Business Research*, 120, 147-156.

Schubertth, Florian (accepted). Confirmatory composite analysis using partial least squares: Setting the record straight. *Review of Managerial Science*.

Schubertth, Florian; Rademaker, Manuel; Henseler Jörg (accepted). Estimating and assessing second-order constructs using PLS-PM: the case of composites of composites. *Industrial Management & Data Systems*.

Okazaki, Shintaro; Schubert, Florian; Tagashira, Takumi; Guimaraes Andrade, Victoria (forthcoming). Sneaking the dark side of brand engagement into Instagram: The dual theory of passion. *Journal of Business Research*.

Schamberger, Tamara; Schubert, Florian; Henseler, Jörg; Dijkstra, Theo K. (2020). Robust partial least squares path modeling. *Behaviormetrika*, 47, 307-334.

Benitez, José; Castillo, Ana; Henseler, Jörg; Schubert, Florian (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information and Management*, 57(2), 103168.

Noor, Shuhaida Md; Rasoolimanesh, S. Mostafa; Schubert, Florian; Jaafar, Mastura (2019). Effect of tourist engagement modeled as second-order composite on satisfaction and loyalty. *The Service Industries Journal*, 39(7-8), 559-574.

Rademaker, Manuel; Schubert, Florian; Dijkstra, Theo K. (2019). Measurement error correlation within blocks of indicators in consistent partial least squares: Issues and remedies. *Internet Research*, 29(3), 448-463.

Klesel, Michael; Schubert, Florian; Henseler, Jörg; Niehaves, Björn (2019). A test for multigroup comparison in partial least squares path modeling. *Internet Research*, 29(3), 464-477.

Schubert, Florian; Henseler, Jörg; Dijkstra, Theo K. (2018). Confirmatory composite analysis. *Frontiers in Psychology*, 9(2541).

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. (2018). PLS path modeling – a confirmatory approach to study tourism technology and tourist behavior. *Journal of Hospitality and Tourism Technology*, 9(3), 249-266.

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; Schubert, Florian (in press). Confirmatory composite analysis. In Henseler, Jörg (Ed.). *Composite-based structural equation modeling: Analyzing Latent and Emergent Variables*. Guilford Press.

Henseler, Jörg; Schubert, Florian (in press). Auxiliary Theories. In Henseler, Jörg (Ed.). *Composite-based structural equation modeling: Analyzing Latent and Emergent Variables*. Guilford Press.

Cantaluppi, Gabriele; Schubert, Florian (2019). A prediction method for ordinal consistent partial least squares. In Arbia, Giuseppe; Peluso, Stefano; Pini, Alessia; Rivellini, Giulia (Eds.). *Smart Statistics for Smart Applications - Book of Short*

Papers SIS2019. Pearson.

Henseler, Jörg; Müller, Tobias; Schubert, Florian (2018). New guidelines for the use of PLS path modeling in hospitality, travel and tourism research. in: Ali, Faizan.; Rasoolimanesh, S. Mostafa; Cobanoglu, Cihan (Eds.). Applying Partial Least Squares in Tourism and Hospitality Research. Emerald, 17-33.

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, 109-150.

WORKING PAPERS

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

CONFERENCE PRESENTATIONS

Cantaluppi, Gabriele; Schubert, Florian. A Prediction Method for Ordinal Consistent Partial Least Squares. SIS 2019 - Smart Statistics for Smart Applications, Milan, Italy, June 19, 2019.

Schubert, Florian. Auxiliary theory for concepts of design research using emergent variables. Meeting of the Working Group Structural Equation Modeling, Tübingen, Germany, February/March 27-1, 2019.

Rademaker, Manuel; Schubert, Florian. cSEM: A package composite-based SEM. Meeting of the Working Group Structural Equation Modeling, Tübingen, Germany. February/March 27 - 1, 2019.

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.

SOFTWARE DEVELOPMENT

Rademaker, Manuel; Schubert, Florian (2020). cSEM: Composite-Based Structural Equation Modeling. R package version 0.1.0. <https://CRAN.R-project.org/package=cSEM>

CONFERENCES & SEMINARS

Seminar on "New Developments in PLS Path Modeling: Advanced Course", PLS

School, Enschede, the Netherlands 2020

Seminar on "Partial Least Squares Path Modeling: Introduction and Application", PLS School, Enschede, the Netherlands; Invited talk "Confirmatory Composite Analysis", CNAM, Paris, France; Meeting of the Working Group Structural Equation Modeling, Tübingen, Germany (participant); Invited talk "Polynomial factor models: non-iterative estimation via method-of-moments", University of Ghent, Ghent, Belgium 2019

Invited talk "Confirmatory Composite Analysis", University of Magdeburg, Magdeburg, Germany; 23rd Conference on Computational Statistics (COMPSTAT 2018), Iași, 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, the replacement of the MoMpoly package (together with Manuel Rademaker)

REFEREE ACTIVITY

British Journal of Mathematical and Statistical Psychology, Sustainability, 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), Frontiers in Psychology

TEACHING EXPERIENCE

Research Methods in Creative Technology, Academic Skills & Methods in Public Management (lecture), Academic Skills & Methods in Risk Management (lecture), 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).

DOCTORAL ADVISEMENT Member, Examination Committee: Ines Devlieger, "Factor Score Regression." University of Ghent 2020.

SOFTWARE R, EViews, Stata, SPSS, Mathematica, L^AT_EX, 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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