

# FLORIAN SCHUBERTH

(born January 4th 1987, German citizen)

---

Tulpstraat 22, 7514ZK Enschede, The Netherlands  
Phone: +31 (0)53 489 7846, Email: f.schubertth@utwente.nl

## CURRENT POSITION

Assistant Professor at the Chair of Product–Market Relations (Prof. Jörg Henseler), University of Twente, Faculty of Engineering Technology, Department of Design Production & Management, De Horst 2, 7522LW Enschede, The Netherlands, 2017 - present.

Focus: Development of statistical methods for design-oriented disciplines.

## EDUCATION

- PhD in Econometrics (Dr. rer. pol., summa cum laude), University of Würzburg, Germany, 2017, Title: Composite-based Methods in Structural Equation Modeling.
- M.Sc. in Economics (Grade 1.5), University of Würzburg, Germany, 2012, Major subjects: Econometrics, Banking, and Public Finance.
- B.Sc. in Economic Science (Grade 2.1), University of Würzburg, Germany, 2010.

## RESEARCH VISITS

- NEOMA Business School, France, invited by Prof. Laura Trinchera, 17.06. - 20.06.2019.
- University of Twente, The Netherlands, invited by Prof. Jörg Henseler, 08. - 10.2016.
- University of Twente, The Netherlands, invited by Prof. Jörg Henseler, 08. - 09.2015.

## PREVIOUS EMPLOYMENT

- Research/Teaching Assistant at the Chair of Econometrics (Prof. Martin Kukuk), University of Würzburg, Faculty of Business Administration & Economics, 2012 – 2017.
- Lecturer at the Applied University of Würzburg-Schweinfurt, Germany, 2012 - 2016.
- Intern at the Statistical Department of the City of Würzburg, Germany, 08.2011 - 10.2011.
- Lecturing Tutor and student Research Assistant to Prof. Kukuk, University of Würzburg, Germany, 2009 - 2011.
- Lecturing Tutor and Student Research Assistant to Prof. Fehr, University of Würzburg, Germany, 2009 - 2011.

## ANCILLARY ACTIVITIES

Instructor for PLS Workshops as freelancer, PLS School:  
– New Developments in PLS Path Modeling: Advanced Course, Enschede, The Netherlands, 06/07.02.2020.  
– Partial Least Squares Path Modeling: Introduction and Application, Enschede, The Netherlands, 12/13.12.2019.

## PUBLICATIONS

- Yu, Xi; Zaza, Sam; Schuberth, Florian; Henseler, Jörg (accepted). Representing forged concepts as emergent variables using composite-based structural equation modeling. *The DATA BASE for Advances in Information Systems*.
- Henseler, Jörg; Schuberth, Florian (accepted). Partial least squares as a tool for scientific inquiry: Comments on Cadogan and Lee. *European Journal of Marketing*.
- Schuberth, Florian; Rademaker, Manuel; Henseler, Jörg (accepted). Assessing the overall fit of composite models estimated by partial least squares path modeling. *European Journal of Marketing*.
- Schuberth, Florian (accepted). The Henseler-Ogasawara specification of composites in structural equation modeling: A tutorial. *Psychological Methods*.
- Roemer, Ellen; Schuberth, Florian; Henseler, Jörg (accepted). HTMT2 - An improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management & Data Systems*.
- Klesel, Michael; Schuberth, Florian; Niehaves, Bjoern; Henseler, Jörg (accepted). Multigroup analysis in information systems research using PLS-PM: A systematic investigation of approaches. *The DATA BASE for Advances in Information Systems*.
- Hubona, Geoffrey; Schuberth Florian; Henseler, Jörg (2021). A clarification of Confirmatory Composite Analysis (CCA). *International Journal of Information Management*, 61, 102399.
- Schuberth, Florian (2021). Confirmatory composite analysis using partial least squares: Setting the record straight. *Review of Managerial Science*, 15(5), 1311-1345.
- Okazaki, Shintaro; Schuberth, Florian; Tagashira, Takumi; Guimaraes Andrade, Victoria (2021). Sneaking the dark side of brand engagement into Instagram: The dual theory of passion. *Journal of Business Research*, 130, 493-505.
- Henseler, Jörg; Schuberth, Florian (2020). Using Confirmatory Composite Analysis to Assess Emergent Variables in Business Research. *Journal of Business Research*, 120, 147-156.
- Schuberth, Florian; Rademaker, Manuel E.; Henseler Jörg (2020). Estimating and assessing second-order constructs using PLS-PM: the case of composites of composites. *Industrial Management & Data Systems*, 120(12), 2211-2241.
- Schamberger, Tamara; Schuberth, Florian; Henseler, Jörg; Dijkstra, Theo K. (2020). Robust partial least squares path modeling. *Behaviormetrika*, 47, 307-334.
- Benitez, José; Castillo, Ana; Henseler, Jörg; Schuberth, 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; Schuberth, 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 E.; Schuberth, 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; Schuberth, Florian; Henseler, Jörg; Niehaves, Björn (2019). A test for multigroup comparison in partial least squares path modeling. *Internet Research*, 29(3), 464-477.
- Schuberth, Florian; Henseler, Jörg; Dijkstra, Theo K. (2018). Confirmatory composite analysis. *Frontiers in Psychology*, 9(2541).
- Salazar-Ordóñez, Melania; Schuberth, 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

- Schubert, Florian; Müller, Tobias; Henseler, Jörg (2021). Which equations? An inquiry into the equations in partial least squares structural equation modeling. In: Kemény, Ildikó; Kun, Zsuzsanna (Eds.), *New Perspectives in Serving Customers, Patients, and Organizations: A Festschrift for Judit Simon*. Corvinus University of Budapest, 96-115.
- Henseler, Jörg; Schubert, Florian (2021). Confirmatory composite analysis. In: Henseler, Jörg (Ed.), *Composite-based structural equation modeling: Analyzing Latent and Emergent Variables*. Guilford Press, 179-201.
- Henseler, Jörg; Schubert, Florian (2021). Auxiliary Theories. In: Henseler, Jörg (Ed.), *Composite-based structural equation modeling: Analyzing Latent and Emergent Variables*. Guilford Press, 25-37.
- 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, 725-730.
- 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.

## 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.

## INVITED TALKS

- Confirmatory composite analysis. Webinar YoungStatS, online (<https://www.youtube.com/watch?v=Nzn1VMwuRQc>); invited by YoungStatS (Andrej Srakar), 19.05.2021.
- Confirmatory composite analysis: What is it & how is it applied?, online (<https://www.youtube.com/watch?v=htl9Ike1U-I>); invited by Faizan Ali, 08.10.2020.
- Confirmatory Composite Analysis, Conservatoire National des Arts et Métiers, Paris, France; invited by: Prof. Giorgio Russolillo, 18.06.2019.
- Polynomial factor models: non-iterative estimation via method-of-moments, University of Ghent, Ghent, Belgium; invited by Prof. Yves Rosseel, 07.02.2019.
- Confirmatory Composite Analysis, University of Magdeburg, Magdeburg, Germany; invited by Prof. Marko Sarstedt, 01.11.2018.
- Vergleich des PLS und ML Schätzverfahrens für Strukturgleichungsmodelle mit latenten Variablen, Fakultätsinternes Forschungsseminar University of Würzburg, Würzburg, Germany, 14.05.2013.

**CONFERENCE  
PRESENTA-  
TIONS**

- Schubert, Florian. Specifying composites in structural equation modeling: the Henseler-Ogasawara specification. 13-th Scientific Meeting Classification and Data Analysis Group (CLADAG 2021), Firenze, Italy (online), September 9-11, 2021.
- Yu, Xi; Kristal, Samuel; Schubert, Florian; Henseler, Jörg. Customers as advocates in times of brand crises: Why, when and how? EMAC 2021 - The 50th Annual Conference of The European Marketing Academy, Madrid, Spain (online), May 25-28, 2021.
- Schamberger, Tamara; Schubert, Florian; Henseler, Jörg. Maximum likelihood estimator For composite models. Meeting of the Working Group Structural Equation Modeling, Vienna, Austria (online), March 18-19, 2021.
- 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.

**CONFERENCE  
& SEMINAR  
ATTENDANCES**

- 13-th Scientific Meeting Classification and Data Analysis Group (CLADAG 2021), Firenze, Italy (online), 09.09. - 11.09.2021.
- Webinar YoungStatS, online, 19.05.2021.
- Meeting of the Working Group Structural Equation Modeling, Vienna, Austria (online), 18.03. - 19.03.2021.
- Meeting of the Working Group Structural Equation Modeling, Tübingen, Germany, 28.02. - 01.03.2019.
- 23rd Conference on Computational Statistics (COMPSTAT 2018), Iași, Romania, 28.08. - 31.08.2018.
- Meeting of the Working Group Structural Equation Modeling, Amsterdam, The Netherlands, 15.03. - 16.03.2018.
- 13. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie, Tübingen, 17.09. - 20.09.2017.
- Seminar: "PLS path modeling using ADANCO", University of Würzburg, Würzburg, Germany; given by Prof. Jörg Henseler, 2017.
- Meeting of the Working Group Structural Equation Modeling, Ghent, Belgium, 16.03. - 17.03.2017.

- Meeting of the Working Group Structural Equation Modeling, Zurich, Switzerland, 07.04. - 08.04.2016.
- Meeting of the Working Group Structural Equation Modeling, Berlin, Germany, 26.02. - 27.02.2015.
- Meeting of the Working Group Structural Equation Modeling, Frankfurt (Main), Germany, 20.03. - 21.03.2014.
- Seminar: “Panel Data Linear Analysis”, Barcelona GSE Summer School, Barcelona, Spain; given by Prof. Badi Baltagi, 2014.
- Meeting of the Working Group Structural Equation Modeling, Bielefeld, Germany, 14.02. - 15.02.2013.
- Seminar: “Advances in PLS path modeling”, 75. Tagung des Verbandes der Hochschullehrer für Betriebswirtschaft e. V., Pre-Conference Workshop, Würzburg, Germany, 22.05.2013.
- Meeting of the Graduate School Economics, Law and Social Studies (Würzburg), Oberjoch, Germany, 2013.
- Seminar: “Advanced Econometrics”, Bavarian Graduate Program in Economics, Muggendorf, Germany; given by Prof. Jeffrey Wooldridge, 19.08. - 24.08.2012.

**TEACHING  
EXPERIENCE**

Certified lecturer (by ProfLehre: basic level) and qualified for university teaching (UTQ).

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).

**SOFTWARE  
DEVELOPMENT**

Rademaker, Manuel E.; Schubert, Florian (2020). cSEM: Composite-Based Structural Equation Modeling. R package version 0.4.0.9000  
<https://CRAN.R-project.org/package=cSEM>

**REFEREE  
ACTIVITY**

Psycho-Oncology, International Journal of Sports Marketing and Sponsorship, 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

**DOCTORAL  
ADVISEMENT**

Member, Examination Committee: Ines Devlieger, ”Factor Score Regression.” University of Ghent, 2020.

**AFFILIATIONS  
&  
MEMBERSHIPS**

- Member of the Open Science Community Twente.
- Member of the Scientific Committee of the PLS2020 conference.
- Member of the Working Group Structural Equation Modeling.

**SOFTWARE**

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

**LANGUAGES** German (mother tongue), English (fluently spoken and written), Dutch (basic knowledge), 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

Enschede, September 2021