FLORIAN SCHUBERTH

(born January 4th 1987, German citizen)

Tulpstraat 22, 7514ZK Enschede, The Netherlands
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CURRENT POSITION

Associate 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: Composites in structural equation modeling.

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

- Assistant Professor at the Chair of Product–Market Relations (Prof. Jörg Henseler), University of Twente, Faculty of Engineering Technology, Department of Design Production & Management, Enschede, The Netherlands, 11.2017 - 10.2024.
- 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 as freelancer:
- Composite Models in Mplus, On-demand course for Quantfish platform, online.
- Partial Least Squares Path Modeling, Budapest, Hungary, 18.04/19.04.2023.
- Partial Least Squares Path Modeling, Pecs, Hungary, 17.04.2023.
- PLS-SEM using ADANCO and cSEM, Macao, China (online), 6-days workshop 14.02-07.03.2022.
- 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

- Schuberth, Florian; Schamberger, Tamara; Kemény, Ildikó; Henseler, Jörg (accepted). The sum score model: Specifying and testing equally weighted composites using structural equation modeling. Psychometrika.
- Bogaert, Jasper; Loh, Wen Wei; Schuberth Florian; Rosseel, Yves (accepted). The effect of measurement error on hypothesis testing in small sample structural equation modeling: A comparison of various estimation approaches. Structural Equation Modeling: A Multidisciplinary Journal.
- Henseler, Jörg; Schuberth, Florian (accepted). Should PLS become factor-based or should CB-SEM become composite-based? Both! European Journal of Information Systems.
- Henseler, Jörg; Schuberth, Florian; Lee, Nick; Kemény, Ildikó (accepted). Why researchers should be cautious about using PLS-SEM. Industrial Marketing Management.
- Schuberth, Florian; Schamberger, Tamara; Henseler, Jörg (2024). More powerful parameter tests? No, rather biased parameter estimates. Some reflections on path analysis with weighted composites. Behavior Research Methods, 56, 4205–4215.
- Alamer, Abdullah; Schuberth, Florian; Henseler, Jörg (2024). When and how to use confirmatory composite analysis in second language research. Studies in Second Language Acquisition, 46(2), 597–616.
- Müller, Tobias; Schuberth, Florian; Henseler, Jörg (2024). Categorizing Behavioral and Formed Concepts in Sports Marketing Research. International Journal of Sports Marketing and Sponsorship, 25(2), 310–329.
- Castillo, Ana; Ruiz, Laura; Benitez, José; Schuberth, Florian; Reina, Rafael (2023). IT impact on open innovation performance: Insights from a large-scale empirical investigation. Decision Support Systems, 175(114025), 1–9.
- Benitez-Avila, Camilo Andres; Schuberth, Florian; Copeland, Samantha (2023). Mastery and social position – factors in negotiating urban social resilience. Humanities and Social Sciences Communications, 10(1), 1–13.
- Schuberth, Florian; Schamberger, Tamara; Rönkkö, Mikko; Yide Liu; Henseler, Jörg (accepted). Premature Conclusions about the Signal-to-Noise Ratio in Structural Equation Modeling Research: A Commentary on Yuan and Fang (2023). British Journal of Mathematical and Statistical Psychology, 76(3), 682–694.
- Schuberth, Florian (2023). The Henseler-Ogasawara specification of composites in structural equation modeling: A tutorial. Psychological Methods, 28(4), 843–859.
- Yu, Xi; Schuberth, Florian; Henseler, Jörg (2023). Specifying composites in structural equation modeling: A refinement of the Henseler-Ogasawara specification. Statistical Analysis and Data Mining, 16(4), 348–357.
- Schuberth, Florian; Zaza, Sam; Henseler, Jörg (2023) Partial least squares is an estimator for structural equation models: A comment on Evermann and Rönkkö (2021). Communications of the Association for Information Systems, 52, 711–714.
- Schuberth, Florian; Hubona, Geoffrey; Roemer, Ellen; Zaza, Sam; Schamberger, Tamara; Chuah, Francis; Cepeda-Carrión, Gabriel; Henseler, Jörg (2023). The choice of structural equation modeling technique matters: A commentary on Dash and Paul (2021). Technological Forecasting & Social Change, 194, 122665.
- Henseler, Jörg; Schuberth, Florian (2023). Partial least squares as a tool for scientific inquiry: Comments on Cadogan and Lee. European Journal of Marketing, 57(6), 1737-1757.
- Schuberth, Florian; Rademaker, Manuel; Henseler, Jörg (2023). Assessing the overall fit of composite models estimated by partial least squares path modeling. European Journal of Marketing, 57(6), 1678-1702.

- Schuberth, Florian; Rosseel, Yves; Rönkkö, Mikko; Trinchera, Laura; Kline, Rex B.; Henseler, Jörg (2023). Structural parameters under partial least squares and covariance-based structural equation modeling: A comment on Yuan and Deng (2021). Structural Equation Modeling: A Multidisciplinary Journal, 30(3), 339-345.
- Schamberger, Tamara; Schuberth, Florian; Henseler, Jörg (2023). Confirmatory composite analysis in human development research. International Journal of Behavioral Development, 47(1), 89-100.
- Müller, Tobias; Schuberth, Florian; Bergsiek, Micha; Henseler, Jörg (2022). How can the transition from office to telework be managed? The impact of tasks and workplace suitability on collaboration and work performance. Frontiers in Psychology, 13:987530.
- Abbas, Yawar; Martinetti, Alberto; Rajabalinejad, Mohammad; Schuberth, Florian; van Dongen, Leonardus Adriana Maria (2022). Facilitating digital collaboration through knowledge management: A case study. Knowledge Management Research & Practice, 20(6), 797-813.
- Liu, Yuqing; Schuberth, Florian; Yide, Liu; Henseler, Jörg (2022). Modeling and assessing forged concepts in tourism and hospitality using confirmatory composite analysis. Journal of Business Research, 152, 221-230.
- Klesel, Michael; Schuberth, Florian; Niehaves, Bjoern; Henseler, Jörg (2022). Multigroup analysis in information systems research using PLS-PM: A systematic investigation of approaches. The DATA BASE for Advances in Information Systems, 53(3), 26-48.
- Yu, Xi; Zaza, Sam; Schuberth, Florian; Henseler, Jörg (2021). Counterpoint: Representing forged concepts as emergent variables using composite-based structural equation modeling. The DATA BASE for Advances in Information Systems, 52(SI), 114-130 (First Runner-Up for Best Paper Award).
- Roemer, Ellen; Schuberth, Florian; Henseler, Jörg (2021). HTMT2 - An improved criterion for assessing discriminant validity in structural equation modeling. Industrial Management & Data Systems, 121(12), 2637-2650.
- Hubona, Geoffrey; Schuberth Florian; Henseler, Jörg (2021). A clarification of Confirmatory Composite Analysis (CCA). International Journal of Information Management, 61, 102399. (among the top 10 articles receiving social media attention in 2021 out of all papers published in the history of IJIM)
- 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. (Award for Research Works of Excellence by the University of Granda, 2022)

- 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; Schuberth, 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; Schuberth, Florian; Gelhard, Carsten (2018). Assessing statistical differences between parameter estimates in Partial Least Squares path modeling. Quality & Quantity, 52(1), 57-69.
- Schuberth, Florian; Henseler, Jörg; Dijkstra, Theo K. (2018). Partial least squares path modeling using ordinal categorical variables. Quality & Quantity, 52(1), 9-35.

BOOK CHAPTERS

- Schamberger, Tamara; Cantaluppi, Gabriele; Schuberth, Florian (2023). Revisiting and Extending PLS for Ordinal Measurement and Prediction. In Latan, Hengky; Hair, Joseph F.; Noonan, Richard (Eds.), Partial Least Squares Path Modeling - Basic Concepts, Methodological Issues and Applications (2nd edition), Springer Nature, 155-182.
- Schuberth, 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; Schuberth, 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; Schuberth, Florian (2021). Auxiliary Theories. In: Henseler, Jörg (Ed.), Composite-based structural equation modeling: Analyzing Latent and Emergent Variables. Guilford Press, 25-37.
- Cantaluppi, Gabriele; Schuberth, 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; Schuberth, 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.
- Schuberth, 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.

GRANT EXPERIENCE

- "Recognising and Rewarding Open Science". PI Florian Schuberth. (under review) Grant for 50,000 EUR supported by the Netherlands Organization for Scientific Research (NWO).
- "Impuls Open Science Community". PI: Florian Schuberth & Raul Zurita-Milla. (2024-2027) Grant for 100,000 EUR supported by the Netherlands Organization for Scientific Research (NWO) (NWO grant 500.050.202.310).
- "When is one plus one equals three? Theorizing about artifacts using composites". PI: Florian Schuberth. Grant proposal submitted in 2020 to the Netherlands Organization for Scientific Research (NWO) for the Innovational Research Incentives Scheme (Veni). Not granted.

AWARDS & SCHOLARSHIPS

- Among the best reviewers of the 32nd European Conference on Information Systems.
- Award for Research Works of Excellence in the area of Social and Legal Sciences by the University of Granada: 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.
- First Runner-Up for Best Paper Award: Yu, Xi; Zaza, Sam; Schuberth, Florian; Henseler, Jörg (2021). Counterpoint: Representing forged concepts as emergent variables using composite-based structural equation modeling. The DATA BASE for Advances in Information Systems, 52(SI), 114-130.
- PhD thesis award by 'Unterfränkische Gedenkjahrstiftung für Wissenschaft und Univeristät Würzburg, 2018.
- Award of Georg-von-Schanz-Association: Fourth best Master's Degree of the Year, University of Würzburg, 2012.

INVITED TALKS

- Partial Least Squares Path Modeling & the Henseler–Ogasawara specification as an alternative, Univeristy of Würzburg, Würzburg, Germany; invited by: Prof. Hans Fehr, 25.06.2024
- A novel approach to specifying and testing formative constructs in structural equation modeling, NEOMA Business School, Rouen, France; invited by: Prof. Laura Trinchera, 25.04.2024
- Structural Equation Modeling: What is it? What can it do for us?, Danone Nutricia Research, Utrecht, The Netherlands; invited by: Mehdi Gholam, 09.11.2023
- Open science & our community in Twente, University of Twente, Enschede, The Netherlands; invited by: Prof Jörg Henseler, 31.03.2023.
- Partial least squares path modeling - Developments & Experiences, University of Ghent, Ghent, Belgium; invited by: Prof. Yves Rosseel, 03.06.2022.
- Partial least squares path modeling, University of Tübingen, Tübingen, Germany; invited by: Prof. Steffen Zitzmann, 22.04.2022.
- Confirmatory composite analysis. Webinar YoungStatS, online (https://www.youtube.com/watch?v=Nzn1VMwuRQc); invited by YoungStatS (Prof. 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 Forschungsseminars University of Würzburg, Würzburg, Germany, 14.05.2013.

CONFERENCE PRESENTA-TIONS

- Schamberger, Tamara; Schuberth, Florian; Rosseel, Yves; Henseler, Jörg. A maximum likelihood estimator for composite models. 18th International Joint Conference on Computational and Financial Econometrics and Computational and Methodological Statistics (CFE-CMStatistics 2024). London, United Kingdom, December 14 - 16, 2024.
- Trinchera, Laura; Pietropolli, Gloria; Castelli; Mauro; Schuberth, Florian. Automated Paths Detection in Composite-Based Structural Equation Modeling. 24th Annual Conference of the European Network for Business and Industrial Statistics (ENBIS). Leuven, Belgium, September 15-19, 2024.
- Schuberth, Florian. A new approach for specifying composites in structural equation models: The Henseler–Ogasawara specification. EAM2023, 10th Congress of Methodology. Ghent, Belgium, July 10-13, 2023.
- Yu, Xi; Schuberth, Florian; Henseler, Jörg. Specifying composites in growth curve analysis. Advanced Techniques for Longitudinal Data Analysis in Social Science (ATLASS) 2023. Bielefeld, Germany, March 15-17, 2023.
- Castillo López, Ana; Benitez, José; Ruiz, Laura; Schuberth, Florian; Reina, Rafael. Exploring IT-enabled open innovation performance: A large-scale empirical investigation on the Spanish market. 31st Asociación Científica de Economía y Dirección de la Empresa (ACEDE) International Conference. Barcelona, Spain, June 19-21, 2022.
- Yu, Xi; Fassott, Georg; Schuberth, Florian; Henseler, Jörg. A new approach for modeling aggregate constructs. Structural Equation Modeling: New Developments and Applications, Tilburg, Netherlands, March 9-11, 2022.
- Schuberth, 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; Schuberth, 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; Schuberth, 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; Schuberth, Florian. A Prediction Method for Ordinal Consistent Partial Least Squares. SIS 2019 - Smart Statistics for Smart Applications, Milan, Italy, June 19, 2019.
- Schuberth, 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; Schuberth, Florian. cSEM: A package composite-based SEM. Meeting of the Working Group Structural Equation Modeling, Tübingen, Germany. February/March 27 - 1, 2019.
- Schuberth, 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.
- Schuberth, 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; Schuberth, 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.
- Schuberth, 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.
- Schuberth, 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

- National Open Science Festival 2024, Maastricht, The Netherlands, October 2024.
- Open Science Bar Camp 2024, Maastricht, The Netherlands, October 2024.
- State-of-the-Art training in FAIR Research Data Management, The Hague, The Netherlands (online); given by DANS, September 2024.
- Open Science Retreat 2024, Schoorl, The Netherlands, 25.03. - 29.03.2024.
- Pre-conference Workshop: "Machine Learning and Interpretable Machine Learning in R", Ghent, Belgium; given by Carolin Strobl, Yannick Rothacher & Mirka Henninger, 10.07.2023.
- Pre-conference Workshop: "Latent State-Trait Modeling with Mplus", Bielefeld, Germany; given by Dr. Christian Geiser, 14.03.2023.
- Advanced Techniques for Longitudinal Data Analysis in Social Science (ATLASS) 2023. Bielefeld, Germany, 15.03. - 17.03.2023.
- Structural Equation Modeling: New Developments and Applications, Tilburg, the Netherlands, 09.03. - 11.03.2022.
- Through-Life Engineering Services Conference (TESconf) 2021, Enschede, the Netherlands, 16.11. - 18.11.2021.
- Seminar: "Philosophy of Science", University of Seville, Seville, Spain (online); given by Prof. Ed Rigdon, 02.11.2021.
- 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), Iaşi, 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 ProfiLehre: basic level) and qualified for university teaching (UTQ).

Data Analysis for CreaTe (lecture), 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), Microeconometrics (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.; Schuberth, Florian (2020). cSEM: Composite-Based Structural Equation Modeling. R package
https://CRAN.R-project.org/package=cSEM

REFEREE ACTIVITY

Advances in Statistical Analysis, Behaviormetrika, British Journal of Mathematical and Statistical Psychology, Business and Professional Ethics Journal, Creativity and Innovation Management Journal, Data in Brief, European Business Review, European Conference on Information Systems (ECIS), Evidence-based HRM, Frontiers in Psychology, Industrial Management & Data Systems, Information Systems Research, Information & Management, International Conference On Information Systems (ICIS), International Journal of Sports Marketing and Sponsorship, Journal of Business Research, Journal of Ecological Economics, Psychometrika, Quality & Quantity, Psycho-Oncology, Sustainability, The DATA BASE for Advances in Information Systems, The R Journal

DOCTORAL ADVISEMENT

- Sara Dhaene, "Small sample solutions for structural equation modeling". University of Ghent, 2024 (Member of the Examination Committee).
- Xi Yu, "Incorporating composites in structural equation modeling: Exploiting the Henseler–Ogasawara specification", University of Twente, 2023 (Daily supervisor).
- Tobias Müller, "Studying theoretical concepts in management research: Categorization, operationalization, and validation using partial least squares path modeling", University of Twente, 2023 (Daily supervisor).
- Tamara Schamberger, "Methodological advances in composite-based structural equation modeling" (cum laude), University of Würzburg, University of Twente, 2022 (Daily supervisor).
- Tobias Scholz, "Shopping companions in retail environments: A view from different perspectives", University of Twente, 2022 (Daily supervisor).
- Ines Devlieger, "Factor score regression". University of Ghent, 2020 (Member of the Examination Committee).

AFFILIATIONS & MEMBERSHIPS	• Coordinator of the Open Science Community Twente (07/2022 - present). • Member of the Scientific Committee of the PLS2020 conference. • Twente R User Group • Member of the Working Group Structural Equation Modeling.
SOFTWARE	R, EViews, Stata, SPSS, Mathematica, LaTeX, Fortran, Gretl, MS Office.
LANGUAGES	German (mother tongue), English (fluently spoken and written), Dutch (basic knowledge), French (basic knowledge).

Enschede, November 2024