CALL FOR PAPERS:

2nd International Symposium on Partial Least Squares Path Modeling
The Conference for PLS Users

June 17 & 18, 2015
in Seville, Spain

The 2nd International Symposium on Partial Least Squares Path Modeling – The Conference for PLS Users is for researchers in business and social sciences who apply and advance partial least squares (PLS) path modeling. It provides a platform for the fruitful exchange of ideas regarding variance-based structural equation modeling. It resumes and enriches the ongoing discussion about the strengths and weaknesses of PLS path modeling.

The conference will cover best-practice applications of PLS path modeling in various disciplines, as well as methodological advances. In particular, we welcome PLS path modeling applications in Marketing, International Business, Strategic Management, Information Systems, Accounting, Human Resource Management, Organizational Behavior, Service Management, Operations Management, Innovation Management, Educational Research, Psychology, and Environmental Research. Some of the emerging advances of PLS will include goodness-of-fit measures for PLS, robust segmentation methods, factor vs. component-based modeling, consistent PLS, and the use of PLS path modeling for predictive vs. explanatory research.

Keynote talks will be delivered by Edward E. Rigdon (Georgia State University, USA), Theo K. Dijkstra (University of Groningen, the Netherlands), Wynne W. Chin (University of Houston, USA), and Joe Hair (Kennesaw State University, USA).

The main symposium takes place on June 17 & 18, 2015. There will be a pre-conference workshop on 16 June 2015 to provide an introduction to PLS path modeling (in English and Spanish), and on 19 June 2015, a post-conference workshop will take place on new developments in the context of PLS path modeling. Detailed information about the conference and the workshops can be found at http://2015.pls-symposium.org.
IMPORTANT DATES:

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<td>January 26, 2015</td>
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<td>February 9, 2015</td>
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<td>April 16, 2015</td>
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PAPER SUBMISSION:

The 2nd International Symposium on Partial Least Squares Path Modeling – The Conference for PLS Users invites the electronic submission of papers. The submission portal can be found at http://2015.pls-symposium.org/submission.html and will be open from October 1, 2014.

Authors may submit more than one paper, but every author can submit and present only one paper as a first author. However, this author can be a non-presenting co-author of other submitted papers. Please make sure to mention the name(s) of your co-author(s) when submitting a paper. Acceptance of a paper implies that at least one of the authors must attend the conference to present the paper.

In preparing the paper, it is imperative to follow the conference's formatting guidelines. Papers should be single-spaced throughout, written in Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font). The page size should be A4 with 2.5cm margins on all sides. The first page should be a title page containing the title (centered, bold and in Times New Roman 14-point font), an abstract (left justified and in Times New Roman 12-point font, maximum 100 words or 10 lines), and a list of keywords (left aligned, italic, and in Times New Roman 12-point font). The body of the paper should start on the second page and include tables, figures, footnotes, and mathematical proofs. The first line of each new paragraph or section should be indented 6mm. Major headings should be numbered sequentially, left justified and bolded. The first letter of each major word should be capitalized and all of the other words should be in lower case. Two single-space lines should precede and one single-space should follow a major heading. Sub-headings should be numbered according to the main heading, left justified, regular and in italics. One space line should precede and follow a sub-heading. Only the first letter of the first word should be capitalized.

Figures and tables should be integrated into the text as soon as possible after they have been cited. Footnotes should be placed at the bottom of the page and numbered consecutively throughout the text with superscript Arabic numerals. Footnotes should be kept to a minimum and avoided if possible.

References to publications in the text should follow APA style (6th edition). They should include the author name(s) and the year of publication, either in the form of “(Author, Year)” or “Author (Year).” Bibliographic references should follow the APA style of referencing.

http://2015.pls-symposium.org
There are three types of submission: regular paper submission, work-in-progress submission, and special session proposal. The type of submission must be specified in the electronic submission process.

1) Regular paper submission

Regular papers must clearly indicate the purpose of the research, the methodology used, major results, implications, and key references. Authors of regular papers should also indicate the track in which they would like to present their paper. Papers must be submitted for review in only one (1) track.

There should not be any author information on any page of the paper, because regular papers will be double-blind reviewed. Papers that contain any information identifying the authors will be removed from the system, and authors will be invited to resubmit. It will be the authors’ responsibility to resubmit.

The notification of acceptance will be in mid-March 2015. Authors have the possibility to resubmit an improved version of their manuscript by April 16, 2015. No changes can be made after this resubmission deadline. Author names will be published in the conference proceedings exactly as indicated in the resubmission process (or – if no changes are made – as indicated in the initial submission process).

Regular papers are limited to twelve (12) pages (everything included: the cover / title page, references, and tables and figures). Any paper exceeding the specified limit will not be included in the review process.


2) Work-in-progress submission

A work-in-progress is also welcomed, as it often provides insights into the most recent developments and findings. A work-in-progress will typically be presented in the form of posters (regular submissions have priority with regard to presentation slots).

There should not be any author information on any page of the paper, because regular papers will be single-blind reviewed. Papers that contain any information identifying the authors will be removed from the system, and authors will be invited to resubmit. It will be the authors’ responsibility to resubmit.

Work-in-progress papers are limited to six (6) pages (everything included: the cover / title page, references, and tables and figures). Any paper exceeding the specified limit will not be included in the review process.


The notification of acceptance will be in mid-March 2015. Authors have the possibility to resubmit an improved version of their manuscript by April 16, 2015. No changes can be made after this resubmission deadline. Author names will be published in the conference proceedings exactly as indicated in the resubmission process (or – if no changes are made – as indicated in the initial submission process).

3) Special session proposals

The objective of the special sessions is to provide some time and space for groups of scholars
to discuss their diverse research interests, which may not fit into the established tracks. Special session proposals should cover a complete session (three or four papers) and should

1. Name and describe the topic,
2. Emphasize how PLS path modeling is applied or advanced,
3. Identify the researchers who will present at the session,
4. Make an estimate of the expected size of audience,
5. Provide a one-page abstract of each of the papers, and
6. Explain how the papers connect to and complement each other.

The abstract should provide a clear idea of the paper in terms of contribution, methodology, and results. The length of the abstract should be a maximum of one page (300 words). The special session proposal should be submitted as one piece and follow the formatting rules of regular paper submissions.

The evaluation of proposals will be based on the quality of the proposal and the level of interest the session is likely to raise at the conference. The abstract will be published in the proceedings. The deadline for special session proposals is February 9, 2015. Please submit electronically via http://2015.pls-symposium.org/submission.html.

**PUBLISHING OPPORTUNITIES:**

Authors can choose whether the full paper or only the abstract will be included in the conference proceedings. Besides the conference proceedings, there are several publishing opportunities linked to the 2nd International Symposium on Partial Least Squares Path Modeling – The Conference for PLS Users:

- A special issue of *Journal of Business Research* (ISSN 0148-2963, published by Elsevier), titled “Prediction-oriented Modeling in Business Research by Means of Partial Least Squares Path Modeling.” The best regular papers of the symposium will be invited for submission. The papers selected must include predictive validation testing of models using hold-out samples and testing for causal asymmetry. This special issue seeks pieces showing a proper and significant application of these types of algorithms in marketing and management and with a predictive orientation.

- Outstanding methodological papers on partial least squares path modeling will be invited to submit to a special section of *Quality & Quantity* (ISSN: 0033-5177, published by Springer).

- Selected IS papers will be routed to the review system of *The Data Base for Advances in Information Systems* (ISSN: 0095-0033, published by the ACM SIGMIS). Two senior editors of this journal will select the best papers in the Information Systems area to be fast-tracked into the review system.

- In September 2015, the *European Management Journal* (ISSN: 0263-2373, published by Elsevier) has a submission deadline for a special issue on PLS-SEM in Management under the guest editorship of the conference chairs. We highly encourage the submission of management-related conference papers to this EMJ special issue on PLS-SEM.