



FAKULTÄT FÜR  
WIRTSCHAFTSWISSENSCHAFT

# Di V]\_U]cbsbericht 2012

Lehrstuhl BWL, insb. Marketing

## LEHRSTUHL BWL, INSB. MARKETING

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### 1. Leitung

Prof. Dr. Marko Sarstedt

### 2. Hochschullehrer

Prof. Dr. Marko Sarstedt

### 3. Veröffentlichungen

#### **Begutachtete Zeitschriftenaufsätze**

**Diamantopoulos, Adamantios; Sarstedt, Marko; Fuchs, Christoph; Wilczynski, Petra; Kaiser, Sebastian**

Guidelines for choosing between multi-item and single-item scales for construct measurement - a predictive validity perspective

In: Journal of the Academy of Marketing Science. - New York, NY: Springer Science + Business Media LLC, Bd. 40.2012, 3, S. 434-449; ... [weitere Infos](#); 2012

**Hair, Joe F.; Sarstedt, Marko; Ringle, Christian M.; Mena, Jeannette A.**

An assessment of the use of partial least squares structural equation modeling in marketing research

In: Journal of the Academy of Marketing Science. - New York, NY: Springer Science + Business Media LLC, Bd. 40.2012, 3, S. 414-433; ... [weitere Infos](#); 2012

**Hair, Joseph F.; Ringle, Christian M.; Sarstedt, Marko**

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[Imp.fact.: 2,372]

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The use of partial least squares structural equation modeling in strategic management research - a review of past practices and recommendations for future applications

In: Long range planning. - Oxford: Elsevier, Bd. 45.2012, 5/6, S. 320-340; ... [weitere Infos](#); 2012  
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**Henseler, Jörg; Sarstedt, Marko**

Goodness-of-fit indices for partial least squares path modeling

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**Müller, Holger; Kroll, Eike Benjamin; Vogt, Bodo**

Do real payments really matter - a re-examination of the compromise effect in hypothetical and binding choice settings

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In: Psychology & marketing. - New York, NY: Wiley Interscience, Bd. 29.2012, 2, S. 107-116; ... [weitere Infos](#); 2012

**Raithel, Sascha; Sarstedt, Marko; Scharf, Sebastian; Schwaiger, Manfred**

On the value relevance of customer satisfaction - multiple drivers and multiple markets  
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**Ringle, Christian M.; Sarstedt, Marko; Schlittgen, Rainer; Taylor, Charles R.**

PLS path modeling and evolutionary segmentation  
In: Journal of business research. - New York, NY: Elsevier, insges. 7 S., 2012; ... [weitere Infos](#); 2012  
[Imp.fact.: 2,473]

**Ringle, Christian M.; Sarstedt, Marko; Straub, Detmar W.**

A critical look at the use of PLS-SEM in MIS quarterly  
In: MIS quarterly. - Minneapolis, Minn: MISRC, Bd. 36.2012, 1, S. 3-8; ... [weitere Infos](#)  
[Editor's comments - online supplement]; 2012  
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**Sarstedt, Marko; Wilczynski, Petra; Melewar, T. C.**

Measuring reputation in global markets - a comparison of reputation measures' convergent and criterion validities  
In: Journal of world business. - Amsterdam [u.a.]: Elsevier Science, insges. 11 S., 2012; ... [weitere Infos](#); 2012  
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**Veliyath, Rajaram; Stivers, Bonnie; Hair, Joe; Joyce, Teresa; Sarstedt, Marko**

Developing business acumen in Chinese Business School Graduates  
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***Nicht begutachtete Zeitschriftenaufsätze***

**Lehmann, Sebastian; Reimann, Martin**

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