

SPECIAL ISSUE ANNOUNCEMENT

Long Range Planning

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“Partial Least Squares (PLS) Path Modeling in Strategic Management Research and Practice”

Special Issue Guest Editors:

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Long Range Planning (LRP)—the longest established strategic management journal currently in print—is pleased to announce a special issue on partial least squares (PLS) modeling, scheduled for publication in 2012.

BACKGROUND INFORMATION

Alongside covariance-based structural equation modeling (CBSEM), the complementary technique partial least squares (PLS) path modeling has recently gained increasing attention, especially in marketing and management information systems research and practice. PLS path modeling is a component-based approach to SEM that allows for much flexibility in handling various modeling problems, representing to some extent a more favorable alternative to the more restrictive, traditionally used CBSEM method. Researchers and practitioners appreciate the various advantageous features that PLS path modeling offers in practical applications. Likewise, methodological research has presented a wide range of extensions that enable researchers and practitioners using PLS path modeling more flexible and efficient analyses. In fact, PLS path modeling has gained increasing exposure as a method for both academic and practical research, although its usefulness is still relatively unrecognized by many management and strategy researchers.

Against this background, the *LRP* special issue seeks to provide a forum for topical issues that demonstrate PLS path modeling’s usefulness in strategic management applications. A description of the method, its empirical applications, and potential methodological advancements that increase its usefulness in research and practice will be specifically emphasized. As such, the special issue aims at two audiences: academics involved in the fields of strategy and management, and practitioners, such as consultants. Accordingly, theoretical, methodological and empirical manuscripts will be considered as long as the topic has strong implications for strategic research and practice. Topics that will be suitable for this special issue include (but are not limited to) the following:

- The use of PLS path modeling for the analysis of key problems in strategic management such as studies of the sources of competitive advantage or strategic success drivers, international expansion and alliances, competitive positioning, innovation, and other areas modeled by means of SEM techniques
- Issues related to formative rather than reflective measurement models, especially in research on the sources of competitive advantage and other basic issues of strategic management
- The application of PLS path modeling for theory development
- The use of PLS path modeling in studying mediating and moderating effects (including related issues such as modeling of non-linear effects or unobserved heterogeneity)
- PLS multi-group analyses
- The use of PLS path modeling to assess common method bias
- The modeling of longitudinal data

In light of the increasing dissemination of PLS path modeling in other disciplines, it is reasonable to assume that the method will also play an essential role in future strategic management research.

At the beginning of the submission procedure, when you select the type of article, please choose the special issue on PLS-SEM at the end of the drop box list.

SUBMISSION INFORMATION

The due date for submission of manuscripts is **August 31, 2011**. Only original papers not currently under review or published elsewhere may be submitted.

The *LRP* website, <http://ees.elsevier.com/lrp/>, provides journal information (i.e. aims and scope), instructions for authors (i.e. style and formatting guidelines), and information about the review process. Please precisely follow the guide for authors and only submit your manuscript via *LRP*'s online submission system. Just to make sure that all special-issue submission will receive our attention, please send an additional notification to LRP@ringle-online.de after submitting your paper. Thanks!

For questions, also contact the guest editors via the following e-mail address:
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A copy of your correspondence will be automatically sent to each of the three guest editors.

Best regards,

Joe Hair, Christian Ringle and Marko Sarstedt