

PLS 2026

2026 International Conference on

Partial Least Squares Structural Equation Modeling 'PLS-SEM'

PLS-SEM for Insight and Impact: Bridging Explanation and Prediction for Better Decision Making

P R O G R A M M E

2 - 5 SEPTEMBER 2026

The Ravenala Attitude | BalACLava | Mauritius

Hosted by the University of Mauritius

www.pls-conference.org

A T A G L A N C E

Conference Overview

DATE	PROGRAMME	VENUE
2 September	Pre-Conference Workshops	University of Mauritius
	Doctoral Colloquium	
	Welcome reception	The Ravenala Attitude Hotel BalACLava
3 September	Opening Ceremony	
	Keynotes	The Ravenala Attitude Hotel BalACLava
	Industry-Academia Panel	
	Parallel Sessions	
4 September	Parallel Sessions	The Ravenala Attitude Hotel BalACLava
	Meet the Editors	
	Gala Dinner	Ocean's Creek Beach Hotel BalACLava
5 September	Cultural Tour & Business Networking	Discover the Island's Heritage, Tropical Beauty & Flavours

PROGRAMME NOTES

We're bringing the final details together, with a few elements still in motion – session times, speakers, and venues may be subject to minor changes.

P R E - C O N F E R E N C E D A Y | 2 S E P T E M B E R 2 0 2 6

Workshops & Doctoral Colloquium

Lecture Theatre 2 | University of Mauritius

	MORNING WORKSHOPS
09:30 - 11:00	Workshop Predictive Model Assessment and Model Comparison Using CVPAT Trainers: Prof. Christian M. Ringle & TUHH University Germany & James Cook University Australia Prof. Jan-Michael Becker BI Norwegian Business School Requirement: Bring a laptop with SmartPLS installed
11:00 - 11:30	Tea, Coffee & Networking UoM Cafeteria
11:30 - 13:00	Workshop Conditional Mediation Analysis Using Continuous and Binary Moderators Trainers: Prof. Christian M. Ringle & Prof. Jan-Michael Becker Requirement: Bring a laptop with SmartPLS installed
13:00 - 13:45	Lunch - Fresh aromas, Fresh ideas UoM Cafeteria
	AFTERNOON DOCTORAL COLLOQUIUM
13:45 - 15:00	Doctoral Student Presentations
15:00 - 15:30	Tea, Coffee & Networking UoM Cafeteria
15:30 - 16:30	Panel Discussion Common and Specific Issues Identified during Presentations General Recommendations for Doctoral Students using PLS-SEM
	EVENING EVENT
18:30 - 20:00	Welcome reception The Ravenala Attitude Hotel, BalACLava , Mauritius Open Garden After the island bathes in the last golden rays of the day, it's the perfect time to reconnect, share stories, spark new connections, and savor refreshing drinks and tasty local bites. Match the evening's island vibe: Come as you are!



D A Y 1 | 3 S E P T E M B E R 2 0 2 6

Opening Day

The Ravenala Attitude Hotel | Balaclava | Mauritius

	MORNING SESSION
09:00 - 09:30	Registration & Kafe pou Bienveni
09:30 - 10:00	Opening Ceremony <i>Bleisure room</i> Conference Co-Chair University of Mauritius Associate Professor Dr. Viraiyan Teeroovengadam Dean of Faculty of Law and Management University of Mauritius Professor Dr. Boopendra Seetannah Pro Vice Chancellor - Academia University of Mauritius Professor Dr. Ponnadurai Ramasami Guest of Honour Minister of Tertiary Education, Science and Technology Hon. Dr. Kaviraj Sharma Sukon
10:00 - 10:40	Keynote Address I PLS-SEM 2030: Three Things We'll Be Doing Differently Speaker: Professor Dr. Nicole Franziska Richter <i>University of Southern Denmark</i>
10:40 - 11:10	Tea, Coffee & Networking
11:10 - 11:50	Keynote Address II Theory Before Technique: Rethinking the Use and Abuse of Theory in the Age of Structural Equation Modelling Speaker: Professor Dr. T. Ramayah <i>Universiti Sains Malaysia</i>
11:50 - 12:30	Industry-Academia Panel Discussion Identifying Key Managerial Problems in Mauritian Industries Panelists: senior leaders across the Mauritian economy and international experts
12:30 - 13:30	Lunch - Fresh aromas, Fresh ideas <i>Hotel restaurant</i>
	AFTERNOON SESSION
13:30 - 15:00	Parallel Paper Presentation Sessions
Room Master Class	Leadership & Organizational Behavior Chair: Gabriel Cepeda Carrion <i>The Paranoid Chemistry between Abusive Supervision and Turnover Intention</i> Sania Usmani <i>The Effects and Requirements of Servant Leadership on Innovative Behavior at Work in the Context of the Brazilian Federal Police: A PLS-SEM and NCA approach</i> Paula Dora Aostri Morales; Gertrudes Aparecida Dandolini; Joao Artur de Souza; Gabriel Cepeda Carrion <i>Can Green HRM Inspire Green Innovation? The Interplay of Individual Green Values and Green Transformational Leadership</i> Khor Kuan Siew; Kanwal Noreen; Putri Nurul Hiskawati; Sathasivam Kavitha <i>Beyond Confidence: Public Speaking Development as a Higher-Order Capability Driving Performance & Career Success</i> Shaun Payen

Room Think Tank 1	Generative & Agentic AI in Organizations Chair: Fabio Cassia
	<i>Linear and Nonlinear Effects of Generative AI Capability on Business Model Innovation</i> Francesca Magno; Fabio Cassia <i>Unearthing the Explicable Behind Technology: Scale Development and Validation of Explainable AI Readiness for Appropriation</i> Puja Khatri; Vidushi Dabas; Atul Shiva <i>Towards the Adoption of Agentic Artificial Intelligence in Organizations</i> Alexander Rossmann; Nancy Harb <i>AI-Driven Decision-Making: Transforming the Questioning Process for Tomorrow's Managers</i> Bargavi Ravichandran; Muthuveerappan Thenmozhi
Room Think Tank 2	AI at the Customer Interface Chair: Shivam Sakshi
	<i>Influence of AI-Enabled Omnichannel Integration on Customer Empowerment and Customer Satisfaction: The Mediating Role of Perceived Personalization</i> Bijay Prasad Kushwaha; Shivam Sakshi <i>The Impact of AI-Generated Testimonial Clones in Advertising on Advertising Effectiveness</i> Silvia Zaharia; Melike Karagöz <i>Does Chatbot Informality Pay Off? Competing Mediating Mechanisms Between Language Style and Interaction Satisfaction</i> Radomir Lacramioara; Raluca Ciornea; Monika-Anetta Alt <i>Malay vs Chinese: A Multigroup Analysis of Continuance Intention toward AI-Powered Mental Health Chatbots</i> Shishi Kumar Piaralal; Nur Amalina Zulkefli; Santhi Raghavan; Ahmad Aiman Dahakim; Mohd Razif Ramli
15:00 - 15:30	Tea, Coffee & Networking
15:30 - 17:00	Parallel Paper Presentation Sessions
Room Master Class	Strategy, Roles, & Firm Performance Chair: Julen Castillo-Apraiz
	<i>Boosting Effectiveness in Mexican Real Estate Firms</i> Julen Castillo-Apraiz; Santiago Pinedo Irigoyen; Jesús Manuel Palma-Ruiz; Unai Tamayo Orbegozo <i>The Impact of Top Management Dominant Logic on Firm Performance</i> Jesús Manuel Palma-Ruiz; Julen Castillo-Apraiz; Sonia Esther González Moreno <i>Firm Size as a Moderator of the Nonmarket Strategy (NMS) – Firm Performance Nexus</i> John Parnell; Michael Troilo <i>Data Governance as a Driver of Organizational Success: Evidence from European Data-Driven Corporates</i> Matthias Schmuck
Room Think Tank 1	Sustainability & ESG Chair: Santha Vaithilingam
	<i>Towards Modelling ESG-Financial Integration in Oil and Gas Mega-Projects Using PLS-SEM - A Pilot Study</i> Adedoyin Ibosiola; Godawatte Arachchige Gimhan Rathnagee; Muhammad Shujaat Mubarik <i>Behavioural Outcomes and Return on Value of a University Net Zero Carbon Building</i> Hui Hui Teow; Santha Vaithilingam; Li-Ann Hwang <i>Determinants of Continued Adoption of Energy Conservation Methods (ECM) in Malaysian Hospitals: A TOE Framework Approach</i> David Frank Ahimaz; Khor Kuan Siew; Pei Boon Ooi; Chin Ong Woon
Room Think Tank 2	PLS-SEM Methodological Advances Chair: José Luis Roldán
	<i>Beyond PROCESS: Leveraging PLS-SEM for Conditional Process Models in Factorial Experiments</i> Arash Talebi; Dhruv Grewal; Christian Ringle; Ruud Wetzels; Martin Wetzels <i>Causal Inference Using PLS-SEM: A Practical Guide to Two-Stage Approaches in Quasi-Experiments</i> Yide Liu; Linda D. Hollebeek; José L. Roldán; Karel Mayemba Nzita <i>Modeling Mediation Effects in PLS-SEM: An Updated Review of Complementary and Basic Methods</i> José Luis Roldán; Gabriel Cepeda Carrion; Jun-Hwa Cheah; Christian Nitzl <i>Generative Artificial Intelligence Systems versus SmartPLS: A Comparative Study of Capabilities in PLS-SEM</i> Matolwandile Mtotywa

D A Y 2 | 4 S E P T E M B E R 2 0 2 6

Parallel Sessions & Gala Dinner

The Ravenala Attitude Hotel | Balaclava | Mauritius

M O R N I N G S E S S I O N	
09:30 - 11:00	Parallel Paper Presentation Sessions
Room Master Class	Socio-Technical Systems & Digital Trust Chair: Sania Usmani <i>Mixed-Methods Exploration of Sociotechnical Factors to Improve Adoption of Crime-Reporting Apps in Urban Communities</i> Olalekan David-Banjo; Chinazunwa Uwaoma; Paul Witman <i>A PLS-SEM Analysis of Socio-technical Factors Influencing Helpdesk Systems Adoption</i> Olalekan David-Banjo <i>Clinician Trust in Responsible AI</i> Olalekan David-Banjo <i>Extending the IS Success Model for Decision Quality: A Socio-Technical and Institutional Perspective Using PLS-SEM and fsQCA</i> Koko Bashengezi Pascal; Biregeyi Namegabe Augustin; Wamba Taguimdje Serge-Lopez
Room Think Tank 1	Financial Resilience, Tax, & Investor Behaviour Chair: Atul Shiva <i>Necessary Conditions for Financial Resilience: cIPMA for Financial Wisdom and Fraud Awareness of Retail Investors</i> Atul Shiva; Shivali Mittal; Sumedha Dutta; Preeti Kumari; Puja Khatri <i>Perceived Fairness and Tax Compliance among SMEs: Mediating Role of Tax Morale</i> Menchidia Rwabunywenge <i>Development and Validation of Multi-Dimensional Financial Resilience Scale: A Reflective-Reflective Approach</i> Atul Shiva; Shivali Mittal; Sumedha Dutta; Harshleen Kaur Duggal; Puja Khatri
Room Think Tank 2	Health, Wellbeing, & Institutions in Crisis Chair: Svenja Damberg <i>Understanding Wellbeing in Cancer: Meaning, Life Satisfaction, and Capability Wellbeing</i> Gang Chen <i>Perceived Efficiency, Competence, and Trust: A Donabedian Approach to Ensuring Healthcare System Financing</i> Charlotte Kreienbaum; Svenja Damberg; Ulla Saari <i>From Vulnerability to Internalized Dependency: Institutional Mediation and Moral Legitimation in Prolonged Crisis</i> Marton Gosztonyi
11:00 - 11:30	Tea, Coffee & Networking
11:30 - 12:30	Meet the Editors <i>An interactive session with journal editors</i>
12:30 - 13:30	Lunch - Fresh aromas, Fresh ideas Hotel restaurant

AFTERNOON SESSION	
13:30 - 15:00	Parallel Paper Presentation Sessions
Room Master Class	<i>Entrepreneurship, Institutional, & Governance Perspectives</i> Chair: Dragoş Sebastian Cristea
	<i>Unlocking Performance: How Strategic Entrepreneurship Behavior and Knowledge Creation Drive Success in Saudi Firms</i> Robert Zacca <i>Information Systems and Supply Chain Performance in Procuring Entities: A Mediating Effect of Executive Information Systems</i> Deus Shatta <i>Beyond usefulness: Governance legitimacy and context constraints in the adoption of multifunctional monitoring tools for free-flowing rivers</i> George Bogdan Dragan; Alexandru Capatina; Dragoş Sebastian Cristea; Avimanyu Datta; Alexander Victor Tiberius; Adrian Micu <i>Developing an Integrative Model of ISO 9001 Effectiveness for ISO 9001:2015 Certified Firms in Mauritius: An Analysis of Its Antecedents and Outcomes</i> Lomendra Vencataya; Viraiyan Teeroovengadum; Ashley Seebaluck
Room Think Tank 1	<i>The Connected Consumer: Resistance, Self-Presentation, & Value Co-Creation</i> Chair: Sven Heidenreich
	<i>From Resistance to Retaliation: How Mandatory Technology-Based Services Trigger Dissonance, Reactance, and Customer Opposition</i> Sven Heidenreich; Richard Betzold; Tobias Krämer; Slawka Jordanow <i>When Resistance Shifts Over Time: A Longitudinal Study on the Effects of Innovation Resistance on Consumer Adoption Behavior</i> Sven Heidenreich; Slawka Jordanow; Tobias Krämer; Martin Obschonka <i>A PLS-SEM Examination of Self-Verification, Social Comparison & Authentic Self-Presentation on Social Media</i> Pooja Miglani; Kanika Tandon Bhal <i>Value Co-creation in Hotels Through Social Media Content Management: An Updated PLS-SEM Approach</i> José Luis Roldán; Jaime Ortega Gutiérrez; Rocío Carranza Vallejo
Room Think Tank 2	<i>The Self and Individual Agency in Consumer Behavior</i> Chair: Charlotte Kreienbaum
	<i>Are You Your Best Travel Mate?: Scale Development and Validation of Solo Travel Intentions</i> Puja Khatri; Riya Dua; Sumedha Dutta; Vidushi Dabas; Shivali Mittal <i>The Role of Self-Efficacy in Sustainable Consumer Behavior</i> Svenja Damberg; Ulla Saari; Charlotte Kreienbaum; Christian Ringle <i>Care To Travel Solo?: A Multiple Group Analysis of Gender Differences in Understanding Solo Travel Intentions</i> Puja Khatri; Riya Dua; Sumedha Dutta; Vidushi Dabas
15:00 - 15:30	Tea, Coffee & Networking
15:30 - 17:00	Parallel Paper Presentation Sessions
Room Master Class	<i>PLS-SEM Frontiers: NCA, Mixed Methods, & Machine Learning</i> Chair: Puja Khatri
	<i>Uncovering the Bottlenecks and Priorities: An Integrated Application of NCA and cIPMA to study Situational Decision Making of Sports Professionals</i> Vidushi Dabas; Puja Khatri; Atul Shiva <i>Making Sense of PLS-SEM in Mixed Methods Designs</i> Debashish Sakunia; Biswajita Parida <i>Modeling Interactions Among Climate Conditions Using Partial Least Squares Structural Equation Modeling</i> Isaac Osei; Acheampong Baafi-Adomako; Dennis Opoku Boadu; Anil Carie <i>DeepSEM: A Theory-Guided Integration of PLS-SEM and Deep Neural Networks</i> Isaac Osei; Anil Carie

Room Think Tank 1	HR Practices: Learning, Inclusion, & Wellbeing Chair: Ulf Diefenbach
	<i>Contrasting Perceptions of the Business Partner Role: Control, Innovation, and Role-Based Evaluation</i> Avo Schonbohm; Ulf Diefenbach; Solveig Reißig-Thust; Michael Graffius <i>Testing of a Predictive Model for Workplace Learning and Internal Service Quality using PLS-SEM</i> Balakrishnen Tandarayan; Ashley Seebaluck; Viraiyan Teeroovengadum <i>Methodological Reflections on Measuring Moral Distress Using PLS-SEM in Occupational Health Research</i> Timea Zsuzsanna Popucza; Mårten Eriksson
Room Think Tank 2	Education & Academic Settings Chair: Vasilica-Maria Margalina
	<i>Unveiling Teacher Satisfaction: Insights from JD-R Theory and Transactional Stress Coping</i> Poonam Punia <i>Which Dimensions Are Relevant and Necessary for University Brand Equity? A PLS-SEM and NCA Analysis</i> Vasilica-Maria Margalina; Asha Thomas; Silvia Maican <i>Attitude Towards Mathematics and Performance: A PLS-SEM Study of University Students in Mauritius</i> Aleesha Boolaky; Kesseven Padachi; Hanlie Smuts
	EVENING EVENT
19:00 - 23:00	Gala Dinner & Awards Ceremony Ocean's Creek Beach Hotel, Balaclava , Mauritius <i>As the sun slips below the azure horizon of the Indian Ocean, the stage is set for an evening of celebration, where the soul of Mauritius unfolds through vibrant flavours and cultural performances.</i> <i>A coach transfer runs both ways between The Ravenala Attitude Hotel and Ocean's Creek Beach Hotel - sit back and enjoy the evening.</i> Departure at 18:30 from The Ravenala Attitude Hotel - please assemble in the hotel lobby by 18:25 <i>Match the evening mood: A touch of elegance, but the ocean breeze forgives a lot.</i>



DAY 3 | 5 SEPTEMBER 2026

Cultural Tour & Business Networking

Departure & Return | The Ravenala Attitude Hotel | BalACLava | Mauritius

FULL-DAY MAURITIUS EXPERIENCE

09:00

Departure from The Ravenala Attitude Hotel

*Transport provided - please assemble in the hotel lobby by 08:45***Morning****Part 1 | Cultural Visit & Business Networking****Midday**

Lunch & Local flavors

Afternoon**Part 2 | Cultural Visit & Business Networking****22:00**

Return to The Ravenala Attitude Hotel

TRAVEL NOTES

As we put the finishing touches on a memorable experience in beautiful Mauritius, the detailed itinerary, including venues and timings, will be shared with all registered participants closer to the conference date.

Mauritius' stunning natural beauty and tropical climate are best enjoyed in light, comfortable clothing and walking shoes, with a hat, sunglasses and sun protection.

Bring your enthusiasm! Let the island charm you with its rich heritage, enchanting landscapes and authentic delights.

NOU PE BIEN KONTAN POU AKEYIR ZOT MORIS!

We look forward to welcoming you in Mauritius!

M E E T O U R

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