**PLS2026 Doctoral Colloquium Application Manuscript**

**Title of the Applicant’s PhD Dissertation**

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| --- | --- |
| **Stage in the PhD process of the applicant** | Year of doctoral program at the time of submission [e.g. Second year, Third year] |
| **Field of study & Program of the applicant** | e.g. Social Science Psychology - Clinical Psychology | Business & Management – Marketing |
| **Application manuscript approach** | Dissertation overview [a summary of the monograph PhD dissertation, when research has been conducted, even if preliminary] or  Extended research proposal [a detailed document outlining the research plan before the actual research begins] |

**INTRODUCTION**

Set paper margins as follows: A4, top to 2.54 cm (1 inch), bottom to 2.29 cm (0.9 inches), left and right to 3.17 cm (1.25 inches). Application manuscripts should contain 1,500-2,000 words in the main text. This limit excludes figures, tables, key issues to address and references. Use Times New Roman font, black color, single-spaced and 12-point font size for the main text. Do not indent the first line of the first paragraph under section titles. For the paragraphs that follow use a 1.27 cm (0.5 inch) first-line indent. Do not use extra spacing between paragraphs.

Provide the title of the applicant’s PhD dissertation at the time of submission (not the titles of articles or research projects). Use 20-point font, bold, centered, with 54-point spacing before and 54-point spacing after the title. Capitalize the first letter of each major word.

Do not include authors’ names in the paper. List all authors in the EasyChair submission system in accordance with their contributions. Indicate affiliations, as well as the corresponding author.

The application manuscript should be structured into the following major sections (Heading 1): INTRODUCTION, BACKGROUND, METHODOLOGY, RESULTS AND DISCUSSION, CONCLUSIONS, IMPLICATIONS FOR THEORY AND PRACTICE and KEY ISSUES TO ADRESS. Heading 1 should be bold, uppercase, left-aligned, with 12-point spacing before and 6-point spacing after.

Secondary headings (Heading 2) should be bold, left-aligned, with 12-point spacing before. Capitalize the first letter of the first word. If tertiary headings (Heading 3) are used, they should be italicized, centered, with 6-point spacing before. Capitalize the first letter of the first word. The paper should contain no more than three levels of headings.

All figures and tables should be presented in a clear, legible format.

Refer to Table 1 for a summary of the headings. Tables and figures should be numbered consecutively (e.g., Table 1, Table 2; Fig. 1; Fig. 2), all included in the body of the text, and cited in sequential order. Table captions are placed above the table, and figure captions below the illustration. For tables and figures with a source or reproduces, list the corresponding source as the last item in the caption. If Notes are provided for a table or figure, use 9-point font with 12-point spacing after.

**Table 1.** Place the table captions above the table

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| Heading level | Example | Font size and style |
| Title | Title of the Dissertation | 20-point font, bold, centered, with 54-point spacing before and 54-point spacing after the title; capitalize each major word |
| Heading 1 | INTRODUCTION | 12-point font, bold, uppercase, left-aligned, with 12-point spacing before and 6-point spacing after |
| Heading 2 | Data Collection | 12-point font, bold, left-aligned, with 12-point spacing before. Capitalize the first letter of each major word. |
| Heading 3 | Measurement model assessment | 12-point font, italicized, centered, with 6-point spacing before. Capitalize only the first letter of the first word. |
| Bibliography | References | 12-point font, bold, left-aligned, with 18-point spacing before and 6-point spacing after. Capitalize only the first letter. |

*Notes:* Use 11-point font for table captions, with 12-point spacing before and 6-point spacing after and center the table caption. Data and information in the table should be provided in 10-point font and the table design should follow academic styling.

**Instructions for the introduction section**

In the Introduction section (200–250 words), introduce the research problem, its significance, and the primary objective(s) of the study. Introduce the relevance of the dissertation, covering the importance of the topic, the context in which it is developed (disciplinary, empirical, practical), the research problem, research question(s), the theoretical framework, and briefly outline the contribution to existing literature or practice.

**BACKGROUND**

In 400–600 words, provide a concise review of the theoretical, empirical, or methodological foundation of the PhD dissertation. Summarize key literature, identify gaps or unresolved issues, and position your research within the broader academic context. If submitting a methodological paper, highlight existing methodological approaches, their limitations, and the contribution of your proposed method. Use this section to justify the need for your investigation.

**METHODOLOGY**

In 400–550 words, describe the research design, including the methodology (e.g., quantitative, qualitative, mixed methods), data sources, & collection process, sample population, unit & sample size, analytical techniques, software tools for data analysis. To be eligible, the applicant’s dissertation must employ the PLS-SEM research method

**RESULTS AND DISCUSSION**

In 350–400 words, when research has been conducted (even if preliminary or partially), present the key findings of your study and interpret their significance. Highlight patterns, relationships, or outcomes, and discuss their alignment with or deviation from existing literature.

When research has not been conducted (the case of an extended research proposal) present insights gathered from the literature, highlighting potential implications for your potential findings/hypothesis

**CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE**

In 150–200 words, summarize the main conclusions drawn from your findings. Explain how your research advances theoretical understanding and/or informs practical applications.

Provide actionable insights or recommendations for researchers, practitioners, policymakers, or managers derived from your findings.

Avoid introducing new results in this section; focus on key findings and stress their impact.

**KEY ISSUES TO ADRESS**

Provide a list of 3-5 questions, concerns and other topics you’d like to seek advice or insights during the Doctoral Colloquium.

The topics should focus on aspects related to the Methodology (including conceptual model), Data analysis & Results.

**References**

A list of references is required at the end of the paper. “References Available Upon Request” or similar phrases are not acceptable. The references must be alphabetized by the first author’s surname and provide complete publication details, including DOIs where available. Ensure that all in-text citations correspond to an entry in the reference list, and vice versa.

For formatting use a 10-point font, full justification, single spacing with 6-point spacing after. Do not indent and do not use numbering.

Use the APA (American Psychological Association) referencing style throughout the manuscript. <https://apastyle.apa.org/style-grammar-guidelines>

**APA Referencing style examples**

***Journal article***

Liengaard, B., Sharma, P. N., Hult, G. T. M., Jensen, M. B., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Prediction: Coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling. *Decision Sciences*, *52*(2), 362-392. <https://doi.org/10.1111/deci.12445>

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing in the last decade. *Psychology & Marketing*, *39*(5), 1035-1064. <https://doi.org/10.1002/mar.21640>

***Books***

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Thousand Oaks, CA: Sage.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). *Advanced issues in partial least squares structural equation modeling (PLS-SEM)* (1st ed.). Thousand Oaks, CA: Sage.

***Articles in edited volumes***

Avkiran N. K. (2018). Rise of the partial least squares structural equation modeling: An application in banking. In N. Avkiran & C. M. Ringle (Eds.), *Partial least squares structural equation modeling* (pp. 1-29). Cham: Springer.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Treating unobserved heterogeneity in PLS-SEM: A multi-method approach. In H. Latan & R. Noonan (Eds.), *Partial least squares path modeling. Basic concepts, methodological issues and applications* (pp. 197-217). Berlin: Springer.