



SUBMISSION GUIDELINES

2020 International Conference on
Partial Least Squares Structural Equation Modeling (PLS-SEM)

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Key/Legend

	= Applies to Abstract submissions
	= Applies to Full Paper submissions
	= Applies to both submission types

	Abstract	Full Paper
1. File format	PDF	PDF
2. Length	Max. 1,500 words of main text. This limit does <i>not</i> include other text elements such as <i>figures, tables, and references</i> .	Max. 6,000 words of main text. This limit does <i>not</i> include other text elements such as <i>figures, tables, and references</i> .
3.1 Font	12 Point Times New Roman	
3.2 Justification	Full Justification	
3.3 Margins	1" Margins	
3.4 Indenting	Do not indent the first line	
3.5 Spacing	Double-spaced	
3.6 Paragraph	Separate paragraphs by one blank line (Please, do not use special spacing between paragraphs)	
3.7 Page Numbers	Plain page numbers on the bottom of the page (middle of the document).	
4. Copyrights	You are required to sign a copyrights release for your publication in the proceedings. You are not required to submit this form during the initial submission process.	
5. Where to submit	Use the link to the EasyChair submission system at www.pls2020.org to submit your abstract or paper.	
6. Language	US English or Chinese	
7. Formatting		
7.1 First Page	<p>Top: Full Title (centered, each word with an uppercase letter, bold).</p> <p><i>Blank line</i></p> <p>Heading – INTRODUCTION (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The introduction paragraph (full justification)</p> <p><i>Blank Line</i></p> <p>Further headings and text</p>	<p>Top: Full Title (centered, each word with an uppercase letter, bold)</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The abstract paragraph (no more than 200 words, full justification)</p> <p><i>Blank Line</i></p> <p>Keywords (minimum of four, maximum of ten, no more than two compound words, each keyword starts with an uppercase letter)</p>
7.2 Body of Text	<p>Additional sections should follow the INTRODUCTION using appropriate major headings (BACKGROUND, METHODOLOGY, RESULTS AND DISCUSSION, CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE) (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left-justified, bold, first letter of each major word capitalized, with a space above and below the heading.</p>	<p>First heading of body should be INTRODUCTION (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left-justified, bold, no italics, each word with uppercase letter, first letter of each major word capitalized, with a space above and below the heading.</p>

7.3 Tables and Figures	<p>Tables and figure should be included in the body of the text.</p> <p>Number tables and figures consecutively and ensure that all tables and figures are cited in the text in sequential order.</p> <p>Use the table function to create and format tables. Do not use the space bar or multiple tabs to separate columns and do not use Excel to create tables.</p> <p>Include captions at the end of each table or figure.</p> <p>Add a reference citation to the table source at the end of the caption, if necessary. If the figure is reproduced from a previous publication, include the source as the last item in the caption.</p>
7.4 References	<p>A list of references is required at the end of the paper.</p> <p>“References Available Upon Request” or similar phrases are not acceptable.</p> <p>Include the heading References (left-justified, bold)</p> <p>Use the APA (American Psychological Association) referencing style throughout the manuscript (please see examples at the end of this document).</p> <p>For all references, use full justification; single space; do not indent; and leave a blank line between individual references</p>
8. Permissions	<p>Authors are responsible for obtaining and covering the costs of permissions for excerpts from copyrighted works such as illustrations, tables, animations, or text quotations that are included in their paper. This includes material from copyrighted websites. Please obtain written permission for both print and online format.</p>

APA Referencing Style – Examples

Journal article

Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*, 30(1), 514-538.

Sharma, P. N., Shmueli, G., Sarstedt, M., Danks, N., & Ray, S. (2019). Prediction-oriented model selection in partial least squares path modeling. *Decision Sciences*, Advance online publication. doi: 10.1111/dec.12329

Books

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. 2nd 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)*. 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 N. & 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.