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Titolo	Partial Least Squares Structural Equation Modeling and Complementary Methods in Business Research // by XinYing Chew, Abbas Gatea Atiyah, Alhamzah Alnoor, Sammar Abbas, Yousif Raad Muhsen, Gül Erkol Bayram
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Disciplina	006.3
Soggetti	Computational intelligence Business mathematics Engineering - Data processing Computational Intelligence Business Mathematics Data Engineering
Lingua di pubblicazione	Inglese
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Nota di contenuto	Partial Least Squares Structural Equation Modeling -- PLSbSEM Path Model Estimation -- Overview of ANN Analysis -- Business Research Applications in SEM ANN Analysis -- Opportunity for ANN Analysis -- Artificial Neural Network and Theories -- Hybrid SEM and ANN Approach -- Fuzzy set Qualitative Comparative Analysis FsQCA -- Outline of ANFIS Analysis -- Multi Criteria Decision Making -- Machine Learning in Business Research -- Application of Multi Criteria Decision Making Methods.
Sommario/riassunto	This book offers a practical and accessible guide to Partial Least Squares Structural Equation Modeling (PLS-SEM) in business research, while addressing its limitations by integrating complementary methods

such as artificial neural networks (ANN), fuzzy-set qualitative comparative analysis (fsQCA), and multi-criteria decision-making (MCDM). It supports early-career researchers, postgraduate students, and practitioners in navigating complex models, predictive analytics, and latent construct measurement. By focusing on emerging business issues like digital transformation, metaverse, and sustainability, this book delivers clear, applied insights. Readers gain not only foundational knowledge of PLS-SEM but also strategies for enhancing research rigor, prediction, and decision-making using hybrid approaches. This is a timely and essential resource for scholars aiming to advance their methodological toolkit for impactful and actionable business research.
