



Ceremony for awarding the

Doctor Honoris Causa

title to His Excellency

Professor Marko Sarstedt, Ph. D.,

Ludwig-Maximilians-University of Munich, Germany.

Motivation

The Babeş-Bolyai University of Cluj-Napoca has awarded the Doctor Honoris Causa title to Professor Marko Sarstedt, at the Ludwig-Maximilians-University of Munich, Germany, for his contribution to enhancing the quality of academic research in the field of economics. One of his areas of interest is the analysis of the measurement invariance of composite models. Professor Sarstedt proved excellent scientific expertise and is the author of methodological innovations in data analysis employing structural equations in the social sciences field. He facilitated scientific connections, such as the affiliation with the Faculty of Economics and Business Administration of our University

The awarding ceremony took place on July 7, 2022. Professor Marko Sarstedt held an extensive presentation entitled “A journey into partial least squares structural equation modelling” in which he referred to various theoretical concepts in social sciences, such as the indicators which can be integrated into structural equations and methods of calculus.