



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG

LEHRSTUHL FÜR  
MARKETING

The Chair of Marketing invites for the guest lecture:

## ***„Confirmatory Composite Analysis”***

We welcome

**Dr. Florian Schuberth,**

Assistant Professor at the Chair of Product Market Relations,  
University of Twente.

**Date: November 1, 2018**

**Time: 03.00 p.m.**

**Location: Building 22 Room A-225**

**Language: English**

Dr. Florian Schuberth is an Assistant Professor at the Chair of Product Market Relations at the University of Twente. His main research interests are composite-based structural equation modeling and variance-based estimators.

In his guest lecture, Dr. Florian Schuberth introduces confirmatory composite analysis (CCA) as a structural equation modeling technique that aims at testing composite models. CCA entails the same steps as confirmatory factor analysis: model specification, model identification, model estimation, and model testing.

**We are looking forward to seeing you there!**