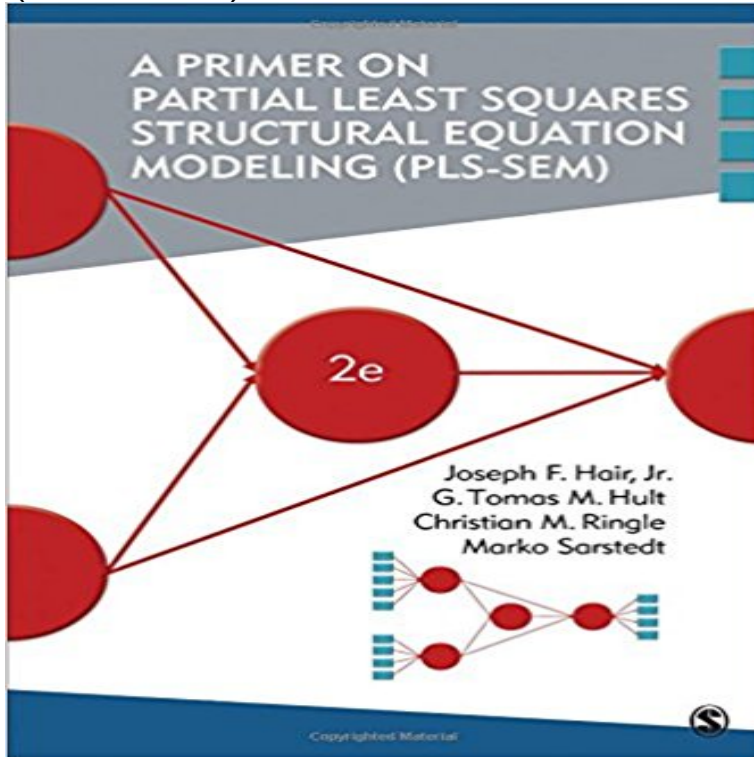


A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)



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