

MASTER THESIS TOPIC PROPOSAL

Handling of Missing Values in Strategic Marketing Management–Related Structural Equation Models: A Structured Literature Review

INTRODUCTION. Sophisticated methods from psychometric analysis are frequently applied in strategic marketing management research. However, in the basic methods—which are easy to apply because of their implementations in common statistical software packages—complete data are assumed. Real world research frequently leads to missing values (MV). The underlying mechanisms are classified in classes: (1) Missing at random, missing completely at random, censored, etc. (see Decker, Temme, & Wagner, 1998 for details). In pioneering simulation studies these mechanisms turned out to having a substantial impact on the model fitting quality (Parwoll & Wagner, 2012; Grimm & Wagner, 2020).

EXPECTED CONTRIBUTION: A structured literature adopting procedure of Baumgartner and Homburg (1996). The relevant categories should cover both the reporting and the handling of MV in technology adaptation studies published in high-ranked journals as well as the fitting algorithms/software (AMOS, M+, LISREL, SMARTPLS, etc.). The major “Theory of Reasoned Action”-type models are expected to be covered (TPB, TAM and UTAUT).

BASIC READINGS:

- Baumgartner, H. & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: a review. *International Journal of Research in Marketing*, 13(2), 139–161.
- Decker, R., Temme, T. & Wagner, R. (1998). Die Behandlung fehlender Werte in der angewandten Marktforschung. *Jahrbuch der Absatz- und Verbrauchsforschung*, 44(4), 395–417.
- Grimm, M. & Wagner, R. (2020). The Impact of Missing Values on PLS, ML and FIML Model Fit, *Archives of Data Science, Series A*, 6(1), 1–17.
- Parwoll, M. & Wagner, R. (2012). The impact of missing values on PLS model fitting. In *Challenges at the Interface of Data Analysis, Computer Science, and Optimization* (pp. 537–544). Springer: Berlin.

TOPIC IS AVAILABLE UNTIL: assigned to a candidate

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