

# Benjamin Dybro Liengaard

## Associate Professor

Department of Economics and Business Economics, Aarhus University

Building 2621 – office 7c, Fuglesangs allé, 8210 Aarhus V

(+45) 51 21 82 93 | benlien@econ.au.dk

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## Personal details

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<b>Date of birth</b>	1 January, 1984
<b>Nationality</b>	Danish
<b>Languages</b>	Danish (native), English (fluent)
<b>Research interests</b>	Econometrics, Business analytics, Structural equation modeling, Longitudinal data analysis
<b>Teaching interests</b>	Econometrics, Business analytics, Structural equation modeling

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## Academic positions

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### Associate Professor, Economics

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Aarhus, Denmark

June 2023 – present

### Assistant Professor, Economics

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY AND CREATES

Aarhus, Denmark

Aug. 2020 – May 2023

### PhD, Economics

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY AND CREATES

Aarhus, Denmark

Mar. 2016 – Jun. 2020

- Leave periods: 2 month paternity leave

### Visiting scholar

INSTITUTE OF HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONS, HAMBURG UNIVERSITY OF TECHNOLOGY

Hamburg, Germany

Sep. 2018

- Academic host: Professor Christian M. Ringle

WAIKATO MANAGEMENT SCHOOL, THE UNIVERSITY OF WAIKATO

Hamilton, New Zealand

- Academic host: Professor Sigg Gudergan

Jan. 2019 – Apr. 2019

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## Education

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### PhD in Economics and Business Economics

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Aarhus, Denmark

Mar. 2016 – Jun. 2020

### International MSc in Quantitative Economics (elite cand.oecon)

Aarhus, Denmark

Feb. 2015 – Mar. 2018

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

## **Bachelor of Science (BSc) in Economics and Management**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Aarhus, Denmark

Aug. 2012 – Jan. 2015

## **Jaeger**

JAEGER CORPS, SPECIAL OPERATION COMMAND

Aalborg, Denmark

Jan. 2008 – Aug. 2009

## **Sergeant, Military Police**

LOGISTIC SCHOOL, DANISH ARMY

- Including course in Leadership and Training Theory

Aalborg, Denmark

Jan. 2003 – Jan. 2004

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## **Research**

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### **PUBLICATIONS IN PEER-REVIEWED JOURNALS**

#### **Quantifying investor narratives and their role during COVID-19**

JOINT WITH DANIEL BORUP, JORGE HANSEN, AND ERIK CHRISTIAN MONTES SCHÜTTE

Journal of Applied  
Econometrics

2023

#### **Predictive Model Assessment and Selection in Composite-based Modeling using PLS-SEM: Extensions and Guidelines for Using CVPAT**

JOINT WITH PRATYUSH NIDHI SHARMA, JOSEPH F. HAIR, MARKO SARSTEDT, AND CHRISTIAN M. RINGLE.

European Journal of  
Marketing

2022

#### **Progress in partial least squares structural equation modeling use in marketing research in the last decade**

MARKO SARSTEDT, JOSEPH F. HAIR, MANDY PICK, LĂCRĂMIOARA RADOMIR AND CHRISTIAN M. RINGLE.

Psychology &  
Marketing

2022

#### **Extraordinary Claims Require Extraordinary Evidence: A Comment on "Recent Developments in PLS"**

JOINT WITH PRATYUSH NIDHI SHARMA, MARKO SARSTEDT, JOSEPH F. HAIR, AND CHRISTIAN M. RINGLE.

Communications of  
the Association for  
Information Systems

2022

#### **Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling**

JOINT WITH PRATYUSH NIDHI SHARMA, G. TOMAS M. HULT, MORTEN BERG JENSEN, MARKO SARSTEDT, JOSEPH F. HAIR, AND CHRISTIAN M. RINGLE.

Decision Sciences

2020

### **WORKING PAPERS**

#### **Regressions with intercept and endogenous regressors using Gaussian Copulas**

JOINT WITH MIKKEL BENNEDSEN, PHILLIP HEILER, LUKE NICHOLAS TAYLOR, CHRISTIAN M. RINGLE, AND JAN-MICHAEL BECKER

**The fallacies of simple but flawed demonstrations:  
A comment on “Marketing or methodology? Exposing the  
fallacies of PLS with simple demonstrations”**

JOINT WITH PRATYUSH NIDHI SHARMA, JOSEPH F. HAIR, JR., MARKO SARSTEDT, CHRISTIAN M. RINGLE

**How Critical is Stability in Cross-Functional Product  
Development Teams?**

JOINT WITH RAJESH SETHI, ANJU SETHI, SHIKHAR SARIN, AND DIVYA SETHI

**Regression-based Testing for Measurement Invariance in  
Partial Least Squares Structural Equation Modeling**

**Against the grain with nothing to gain: The fallacies of the  
composite equivalence index and equal weights estimation in  
PLS-SEM**

JOINT WITH PRATYUSH NIDHI SHARMA, JOSEPH F. HAIR, JR., MARKO SARSTEDT, CHRISTIAN M. RINGLE

**WORK IN PROGRESS**

**Segmentation of the American Customer Satisfaction Index**

JOINT WITH CLAES FORNELL, THOMAS M. HULT, FORREST V. MORGESON, CHRISTIAN M. RINGLE, AND JAN-MICHAEL BECKER

**Fixed Effect Panel Data Models in Partial Least Squares  
Structural Equation Modeling**

JOINT WITH MORTEN BERG JENSEN, CHRISTIAN M. RINGLE, AND SIGGI GUDERGAN

**Implications of Model Complexity in Structural Equation  
Modeling**

JOINT WITH GUÐMUNDUR STEFÁN GUÐMUNDSSON, PRATYUSH NIDHI SHARMA, MARKO SARSTEDT, AND CHRISTIAN M. RINGLE

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**Teaching Experience**

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**Business Intelligence and Data Management**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

- Mandatory course in the Business Intelligence Master's degree programme

Lecturer

2021, 2022

**Customer Analytics**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

- Mandatory course in the Business Intelligence Master's degree programme

Lecturer

2022

**Introduction to Data Science**

DEPARTMENT OF MATHEMATICS

- Bachelor's Degree Programme in Data Science

Lecturer

2020, 2021

**Business Data Analysis**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

- Elective course in Master's degree programme in Economics and Management

Lecturer

2017, 2018, 2020,  
2021, 2022

## **Econometric 1**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Teaching assistant  
2017, 2018

## **Scientific Methods**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Teaching assistant  
2015

## **Principles of Business Research Methods**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Teaching assistant  
2013

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## **Presentations**

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**Research seminar**, Presenting the paper “Regressions with intercept and endogenous regressors using Gaussian Copulas”

Denmark  
May, 2023

**Academy of Marketing Science Annual Conference**, Presenting the paper “Predictive Model Assessment and Selection in Composite-based Modeling using PLS-SEM: Extensions and Guidelines for Using CVPAT”

Monterey, US  
May, 2022

**PLS 2022 prelude workshop**, Presenting on the topic of predictive analysis in PLS-SEM

Online presentation  
Apr. 2022

**Business College Talent Team**, Presentation based on the paper “Quantifying investor narratives and their role during COVID-19”

Denmark  
May, 2022

**Young Statisticians Webinar**, Presenting the paper “Regression-based Testing for Measurement Invariance in Partial Least Squares Structural Equation Modeling”

Webinar  
May, 2021

**Research seminar**, Presenting the paper “Regression-based Testing for Measurement Invariance in Partial Least Squares Structural Equation Modeling”

Denmark  
Sep. 2020

**AIP Sperimentale 2020**, Presenting the paper “Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling” together with CHRISTIAN M. RINGLE (HAMBURG UNIVERSITY OF TECHNOLOGY)

Italy  
(online presentation)  
Sep. 2020

**DGPE workshop**, Presenting the paper “Regression-based Testing for Measurement Invariance in Partial Least Squares Structural Equation Modeling”

Denmark  
Nov. 2019

**Research seminar**, Presenting the paper “Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling”

Hamilton, New Zealand  
Feb. 2019

**DGPE workshop**, Presenting the paper “Fixed Effect Panel Data Models in Partial Least Squares Structural Equation Modeling”

Denmark  
Nov. 2018

**DGPE workshop**, Presenting the paper “Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling”

Denmark  
Nov. 2017

**Research seminar**, Presenting the paper “Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling”

Denmark  
Apr. 2016

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## Journal reviews

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Information System Research, Journal of Business Research, International Journal of Sports Marketing and Sponsorship.

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## Work Experience

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### **MSI Research,**

JUNIOR CONSULTANT

- Main areas of responsibility: Project Manager, analysis, and development of internal IT tools

Denmark  
2014-2016

### **Jaeger Corps,**

SPECIAL FORCES SOLDIER, FORWARD AIR CONTROLLER

- Main areas of responsibility: Coordinating air-to-ground support, personal protection, field operations

Denmark and  
Afghanistan  
2008-2011

### **Military Police,**

SERGEANT

- Main areas of responsibility: Law enforcement in DK army, train and support Iraq police

Denmark and Iraq  
2003-2005

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## Academic services

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### **Organizer, Business-University collaboration**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2021 - present

### **Organizer, Joint Econometrics-Finance Lunch Seminars**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2021

### **PhD representative in Departmental Forum**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2017 - 2020

### **Committee member, Employee recognition**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2019

### **Organizer, DGPE**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2018

### **Organizer, Reading Groups**

DEPARTMENT OF ECONOMICS AND BUSINESS ECONOMICS, AARHUS UNIVERSITY

Denmark  
2018

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## Honors and Awards

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**Wiley Top Downloaded Article**, 6th most downloaded article in 2021 for decision sciences. Based on the article *Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling* 2021

**Top Cited Article**, Decision Sciences top cited article 2019-2020. Based on the article *Prediction: coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling* 2021

**Best Quantitative Paper Award**, Qualitative Research in Financial Markets, for the paper *Quantifying investor narratives and their role during COVID-19* presented at The Behavioural Finance Working Group 2021 Conference 2021

**3<sup>rd</sup> place**, World championship in Econometrics / Econometric Game Amsterdam, Netherlands 2018

**McKinsey Prize**, for best overall performance (among students from Economics, Political Science and Economics and Business Administration at Aarhus University) Aarhus, Denmark 2015

**Army Medals for International Service**, in relation to service in Iraq and Afghanistan Aalborg, Denmark 2003-2011