

## RESEARCH SEMINAR

### **Predictive Model Assessment and Model Comparison to Enhance the Value of Research Results**

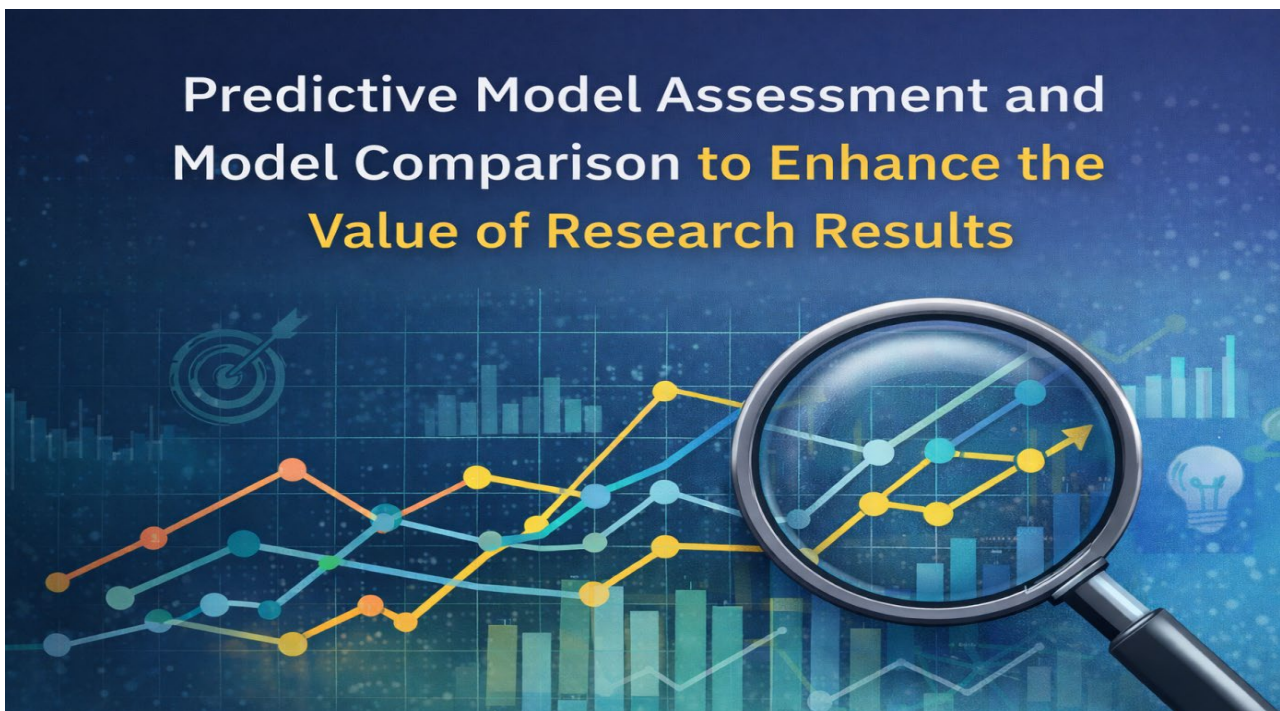
Presented by Prof. Dr. Christian M. Ringle

*Hamburg University of Technology (Germany) and James Cook University (Australia)*

*Place: James Cook University Townsville Bebegu Yumba Campus, 027-004*

*Zoom: <https://jcu.zoom.us/j/81237931026?pwd=xQVfzhdO6uxdgTvf3hu03Fk86Aj1G6.1>*

*Date: 19 March 2026 | Time: 12:00– 13:00*



#### **1 Seminar abstract**

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Across business, economics, the social sciences, and the natural and engineering sciences, researchers often emphasize explanation through hypothesis testing, parameter estimation, and model fit. However, its ultimate implications are inherently predictive, informing decisions about interventions, designs, or actions most likely to shape future outcomes. This seminar demonstrates how predictive model assessment enhances the value, relevance, and credibility of research by evaluating out-of-sample performance using appropriate validation procedures and metrics. It further illustrates how predictive model comparison across competing theoretical and empirical specifications can identify models that increase predictive accuracy and power and, thereby practical usefulness, without sacrificing explanatory rigor. Participants will leave with a clear, actionable framework for integrating predictive validation checks and model comparisons into standard research workflows, enabling findings that both explain underlying mechanisms and reliably predict system behavior.

**Prof. Dr. Christian M. Ringle**, Institute of Management and Decision Sciences, Hamburg University of Technology (Germany) *and* James Cook University (Australia)

Dr. Christian M. Ringle is a chaired Professor of Management and Decision Sciences at the Hamburg University of Technology (Germany) and an Adjunct Professor at James Cook University (Australia). His research, which has received over 350,000 citations according to Google Scholar, spans management and marketing, methodological development, business analytics, machine learning, and the application of advanced research methods to managerial decision making. His work has been published in leading journals such as *Industrial Marketing Management*, *International Journal of Research in Marketing*, *Information Systems Research*, and the *Journal of the Academy of Marketing Science*. Since 2018, he has been listed among Clarivate Analytics' Highly Cited Researchers.

Beyond business and economics, his methodological contributions—particularly in structural equation modeling, predictive analytics, and constraint-based reasoning—have influenced empirical research across the social sciences, including psychology, education, and public policy, and have increasingly informed method-driven research in the natural sciences and engineering, where complex systems, thresholds, and constraints are central. He is also a co-founder and co-developer of SmartPLS (<https://www.smartpls.com>), a graphical software package for multivariate data analysis, supporting techniques such as factor analysis, regression and path modeling, PROCESS, CB-SEM, GSCA, PLS-SEM, and necessary condition analysis (NCA).

More information about Professor Ringle can be found at

<https://www.tuhh.de/mds/team/prof-dr-c-m-ringle.html>