

**Vincenzo  
Esposito Vinzi**

**Professeur,  
Département  
Systèmes  
d'information et de  
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Doyen des  
Professeurs



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## Formation

Master's degree in Business and Economics

Ph.D. in Computational Statistics, University Federico II at Napoli, Italy -  
Department of Mathematics and Statistics

Post-Doctoral Fellowship, University Federico II at Napoli, Italy - Department  
of Mathematics and Statistics

## Biographie

Current Chairman-Elect of the European Board of Directors of the  
International Association for Statistical Computing (IASC)

Current Vice-President of the International Society of Business and Industrial  
Statistics (ISBIS)

Current Chair of the Mahalanobis Committee on International Award in  
Statistics presented by the International Statistical Institute (ISI) and the  
Indian Ministry of Statistics and Programme Implementation at the ISI  
biennial Congress in Dublin (August 2011).

Current Member of the ISI (International Statistical Institute) Council  
(2009-2013)

Current Member of the IFCS (International Federation of Classification  
Societies) Council ([IFCS](#), 2011-2015)

Scientific Secretary of the International Federation of Classification Societies  
([IFCS](#), 2005-2011)

Associate Professor of Statistics, [University Federico II at Napoli](#), Italy -  
Department of Mathematics and Statistics (up to 2007)

Visiting Professor and lecturer in Universities and Research Centers around  
Europe : at the HEC School of Management in Paris, Charles University in  
Prague, Université Paul Sabatier in Toulouse, University of Cagliari (Italy)

Associate Editor of the following Journals: Computational Statistics and Data  
Analysis ([CSDA](#)), Computational Statistics ([CS](#)), Advances in Data Analysis  
and Classification (ADAC), Statistical Methods & Applications (SMA), Italian  
Journal of Applied Statistics, Le Monde des Utilisateurs de L'Analyse de  
Données ([MODULAD](#))

Member of the Council of the International Association for Statistical  
Computing ([IASC](#)), 2003-2007

Member of the Board of Directors of the European Regional Section (ERS)  
of IASC, 1998-2002

Member of the Scientific Council of the Classification and Data Analysis  
Group ([CLADAG](#)) of the Italian Statistical Society ([SIS](#)), 2005-2007

Elected Ordinary Member of the International Statistical Institute ([ISI](#))

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## Thèmes de recherche

### Thèmes

Multivariate Analysis, Exploratory Data Analysis, Clustering and  
Classification, Causality Networks, Dependence Structures

Factorial Methods, Partial Least Squares Regression and Path Modeling,

Structural Equation Modelling (covariance-based and component-based approaches), Latent Class Detection, Typological Regression, Non Symmetrical Data Analysis, Multi-block Modeling, Analysis of Paired and Multiple Tables, Procrustean Rotations

### **Secteurs**

Customer Satisfaction Measurement (with respect to both commodities and public services), Consumer Preference Studies, Capturing Customer Heterogeneity, Sensory Data Analysis, Product Development, Total Quality Measurement, Other applications in Business and Industry

## **Projets en cours**

Development of statistical methods for modeling causal relationships between latent variables in presence of a group structure (either known a-priori or latent) of the statistical units

Methodological research and software development for modeling causal networks and predicting scores by means of component-based approaches in case of formative indicators and strongly correlated latent variables

Estimation and Assessment of Causal Network by means of PLS (Partial Least Squares) Path Modeling: Methodological Development and Interpretation Tools with Application Relevance (grant from the CERESSEC - ESSEC Research Center)

Development of component-based approaches to formative indicators and highly correlated constructs in latent variable modelling with applications in business and industry (grant from the CERESSEC - ESSEC Research Center)

Variable Selection for Component-Based Structural Equation Modeling and Multi-Block Analysis with Application to High Dimensional Data (grant from the CERESSEC - ESSEC Research Center)

Author (with M. Tenenhaus and A. Tenenhaus) of a book with the title: PLS (Partial Least Squares) Methods: Theory and Applications - to be published by Springer-Verlag, USA

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## **Publications**

### **📖 Publications académiques**

#### **Articles**

"Extending a tourism causality network: A cross-country, multigroup empirical analysis" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Tourism and Hospitality Research*, nov. 2011, Vol. 11, Numéro 4, p. 258-277

"Modeling a causality network for tourism development: an empirical analysis" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Journal of Modelling in Management*, nov. 2011, Vol. 6, Numéro 3, p. 258-278

"Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return patter: A two factor, non-linear latent growth model" (G. Assaker, V. Esposito Vinzi, P. O'connor), *Tourism Management*, août 2011, Vol. 32, Numéro 4, p. 890-901

"REBUS-PLS: A response-based procedure for detecting unit segments in PLS path modelling" (V. Esposito Vinzi, L. Trinchera, S. Squillacciotti, M. Tenenhaus), *Applied Stochastic Models in Business and Industry*, sept. 2008, Vol. 24, Numéro 5, p. 439-458

"Two-step PLS regression for L-structured data: an application in the cosmetic industry " (V. Esposito Vinzi, C. Guinot, S. Squillacciotti), *Statistical Methods and Applications*, août 2007, Vol. 16, Numéro 2, p. 263-278

"PLS Regression, PLS Path Modeling and Generalized Procrustean Analysis: A Combined Approach for Multiblock Analysis" (M. Tenenhaus, V. Esposito Vinzi), *Journal of Chemometrics*, nov. 2005, Vol. 19, p. 145-153

"PLS Path Modeling" (M. Tenenhaus, V. Esposito Vinzi, YM. Chatelin, C. Lauro), *Computational Statistics and Data Analysis*, janv. 2005, Vol. 48, Numéro 1, p. 159-205

"PLS Generalised Regression" (P. Bastien, V. Esposito Vinzi, M. Tenenhaus), *Computational Statistics and Data Analysis*, janv. 2005, Vol. 48, Numéro 1, p. 17-46

"Bootstrap-based Q2kh for the selection of components and variables in PLS Regression" (S. Amato, V. Esposito Vinzi), *Journal of Chemometrics and Intelligent Laboratory Systems*, oct. 2003, Vol. 68, Numéro 1-2, p. 5-16

"Explanatory Methods for Comparative Analyses" (V. Esposito Vinzi), *Journal of Chemometrics and Intelligent Laboratory Systems*, oct. 2001, Vol. 58, Numéro 2, p. 275-286

"Rotated Canonical Analysis onto a Reference Subspace" (S. Balbi, V. Esposito Vinzi), *Computational Statistics and Data Analysis*, janv. 2000, Vol. 32, Numéro 3-4, p. 395-410

"A Simultaneous Non-Symmetrical Principal Component Analysis with a Group Structure" (V. Esposito Vinzi, S. Balbi), *Applied Stochastic Models in Business and Industry*, oct. 1999, Vol. 15, Numéro 4, p. 301-309

"Deterministic and Probabilistic Models for Symmetrical and Non Symmetrical Principal Component Analysis" (V. Esposito Vinzi), *Metron - International Journal of Statistics*, déc. 1998, Vol. LVI, Numéro 3-4, p. 139-154

## Chapitres

*PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement.* In: *Handbook of Partial Least Squares: Concepts, Methods and Applications* (avec L. Trinchera, S. Amato). Heidelberg (Germany) : Springer, Vincenzo Esposito Vinzi, Wynne W. Chin, Jörg Henseler, Huiwen Wang. 2010, p. 47-82

*The use of partial least squares methods in new food product development.* In: *Consumer-led food product development* (avec M. Martens, M. Tenenhaus, H. Martens). Boca Raton - Cambridge (USA - England) : CRC Press & Woodhead Publishing Limited, Hal MacFie. 2007, p. 492-523

*PLS Typological Regression: Algorithmic, Classification and Validation Issues.* In: *New Developments in Classification and Data Analysis* (avec C. Lauro, S. Amato). New York (USA) : Springer-Verlag, Maurizio Vichi, Paola Monari, Stefania Mignani, Angela Montanari. 2005, p. 133-140

*Non Symmetrical Multivariate Statistical Methods for Quality Control and*

*Batch Processes Monitoring*. In: *Analisi Multivariata per la Qualità Totale* (avec C. Lauro). Milano (Italy) : Franco Angeli, Carlo Lauro, Germana Scepi. 2002, p. 45-65

*Non-Symmetrical Comparative Analysis for Quality Control*. In: *Multivariate Total Quality Control: Foundation and Recent Advances*. Heidelberg (Germany) : Springer, Carlo Lauro, Jaromir Antoch, Vincenzo Esposito Vinzi, Gilbert Saporta. 2002, p. 191-220

*Non Symmetrical Data Analysis Approaches: Recent Developments and Perspectives*. In: *Data Analysis, Scientific Modeling and Practical Application* (avec C. Lauro). Heidelberg (Germany) : Springer, Wolfgang Gaul, Otto Opitz, Martin Schader. 2000, p. 219-232

*A Non Symmetrical Generalised Co-Structure Analysis for Inspecting Quality Control Data*. In: *Classification and Data Analysis. Theory and Application* (avec G. Scepi). Heidelberg (Germany) : Springer-Verlag, Maurizio Vichi, O. Opitz. 1999, p. 179-186

### 📄 Working Papers

"Capturing and Treating Unobserved Heterogeneity by Response Based Segmentation in PLS Path Modeling: A Comparison of Alternative Methods by Computational Experiments" (V. Esposito Vinzi, C. Ringle, S. Squillacciotti, L. Trinchera). Essec Research Center, DR-07019 juil. 07.

### 📄 Autres publications

#### Communications publiées

"An integrated PLS Regression-based approach for multidimensional blocks in PLS Path Modeling", avec G. Russolillo, L. Trinchera. In : *42èmes Journées de Statistique de la Société Française de Statistique*, 42èmes Journées de Statistique de la Société Française de Statistique. Marseille (France) : Société Française de Statistique, 2010.

"A Non Linear Regularized Component-based Approach to Structural Equation Modeling", avec G. Russolillo, L. Trinchera. In : *Book of short papers - Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets"*, Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets". Padova (Italy) : CLEUP, 2009, p. 195-198. (Invited Paper Session)

"Latent Class Detection in Component-Based Structural Equation Modeling", avec L. Trinchera. In : *Proceedings of the XLIV SIS Scientific Meeting*, XLIV Scientific Meeting of the Italian Statistical Society (SIS). Padova (Italy) : CLEUP, 2008, p. 147-154. (Invited Paper Session)

"Assessment of latent class detection in component-based Structural Equation Modeling: the Group Quality Index", avec L. Trinchera. In : *Book of Short Papers*, First Joint Meeting of the Société Francophone de Classification and the Classification and Data Analysis Group of the Italian Statistical Society. Caserta (Italy) : Edizioni Scientifiche Italiane, 2008, p. 425-428.

"PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and its Application to Customer Satisfaction Studies", avec T. Fahmy, Y.M. Chatelin, M. Tenenhaus. In : *Marketing Theory and Practice in an Inter-functional World*, 2007 World Marketing

Congress - Academy of Marketing Science. Verona (Italy) : Academy of Marketing Science, 2007, p. 230-236.

"PLS Typological Path Modeling: a model-based approach to classification", avec L. Trinchera, S. Squillacciotti. In : *Book of Abstracts of the Knowledge Extraction and Modeling Workshop*, Knowledge Extraction and Modeling Workshop. Naples (Italy) : Tilapia, 2006, p. 87-88. (relation invitée dans : V.Esposito Vinzi et al. (eds.) (Anacapri, September 4th-6th, 2006))

"A global Goodness-of-Fit index for PLS structural equation modelling", avec M. Tenenhaus, S. Amato. In : *Proceedings of the XLII SIS Scientific Meeting*, XLII SIS Scientific Meeting. Padova (Italy) : CLEUP, 2004, p. 739-742.

"Orthogonal Projection to Latent Structures in Models for L-structured Data", avec S. Squillacciotti, C. Guinot. In : *Proceedings of the XLII SIS Scientific Meeting - vol. Contributed Papers*, XLII SIS Scientific Meeting. Padova (Italy) : CLEUP, 2004, p. 63-66.

"Stratégie de comparaison de modèles PLS pour l'étude des préférences des consommateurs avec informations externes", avec S. Squillacciotti, S. Amato, C. Guinot. In : *8èmes Journées Européennes Agro-Industrie et Méthodes Statistiques*, 8èmes Journées Européennes Agro-Industrie et Méthodes Statistiques. Rennes (France) : ENSAR, 2004, p. 199-206.

"PLS Typological Regression: algorithmic, validation and classification issues", avec C. Lauro, S. Amato. In : *Book of Short Papers of CLADAG'03*, Riunione Scientifica del Gruppo di Classificazione e Analisi dei Dati della SIS. Bologna (Italy) : CLUEB, 2003, p. 163-166. (Invited Session)

"Two-step PLS Regression for L-Structured Data: an application in the cosmetics industry", avec C. Guinot, S. Squillacciotti. In : *Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology*, Proceedings of the SIS Conference on "Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology. Naples (Italie) : RCE edizioni, 2003, p. 157-169. (Invited and Specialised Papers Volume)

"PLS Path Modelling and Multiple Tables Analysis: an integrated approach for time dependent data", avec G. Scepi. In : *Proceedings of the PLS'03 International Symposium*, PLS and Related Methods. Paris (France) : DECISIA, 2003, p. 453-463.

"PLS-based strategies in consumer preferences and sensory analysis: an application to the cosmetic industry", avec S. Squillacciotti, C. Guinot, M. Tenenhaus. In : *Proceedings of the PLS'03 International Symposium*, PLS and Related Methods. Paris (France) : DECISIA, 2003, p. 311-323.

"PLS Regression and Classification", avec C. Lauro. In : *Proceedings of the PLS'03 International Symposium*, PLS and related methods, Proceedings of the PLS'03 International Symposium. Paris (France) : DECISIA, 2003, p. 45-56.

"Three-Way Data Analysis and PLS Path Modeling for Estimating Components of a Temporal Process", avec G. Scepi. In : *Atti della XLI Riunione Scientifica SIS*, Atti della XLI Riunione Scientifica SIS. Milan (Italy) : CLEUP, 2002, p. 387-390. (Contributed papers volume)

"Proceedings of the XLI SIS Scientific Meeting and a System for the European Customer Satisfaction", avec C. Lauro. In : *Proceedings of the XLI SIS Scientific Meeting*, Proceedings of the XLI SIS Scientific Meeting. Milan (Italy) : CLEUP, 2002, p. 201-210. (Plenary-Specialised Sessions Volume)

"The PLS approach to Generalized Linear Models and Casual Path Modeling: Algorithms and Applications", In : *Computing Science and Statistics - vol. 44, 447 (+58 slides)*, Geoscience and Remote Sensing, Proceedings of the 34th Symposium on the Interface. Washington (USA) : Interface, 2002, p. 447-447.

"Régression linéaire généralisée PLS", avec P. Bastien, M. Tenenhaus. In : *HEC Research Papers Series n.766/2002*, HEC School of Business and Management. Jouy-en-josas (France) : HEC Research Papers Series, 2002.

"State-of-art on PLS Path Modeling through the available software", avec Y. Chatelin, M. Tenenhaus. In : *HEC Research Papers Series n.764/2002*, HEC School of Business and Management. Jouy-en-josas (France) : HEC Research Papers Series, 2002.

"Visualisation and Synthesis of Customer Satisfaction in terms of Symbolic Data Analysis", avec C. Lauro, G. Scepi. In : *Proceedings of the Conference, Processes and Statistical Methods for Evaluation*. Rome (Italy) : CISU, 2001, p. 129-136.

"Cross validated Q2 bootstrap distribution estimated for the choice of significant components in Partial Least Squared Regression", avec S. Amato. In : *Proceedings of the PLS'01 International Symposium, PLS and Related Methods*. Paris (France) : CISIA-CERESTA, 2001, p. 344-356.

"PLS Logistic Regression", avec M. Tenenhaus. In : *Proceedings of the PLS'01 International Symposium, PLS and Related Methods*. Paris (France) : CISIA-CERESTA, 2001, p. 117-130.

"Multivariate Approaches for Aggregate Time Series", avec C. Davino. In : *Proceedings of COMPSTAT 2000, International Symposium on Computational Statistics*. Utrecht (The Netherlands) : Physica-Verlag, 2000, p. 265-270. (Contributed papers volume)

"Non-Symmetrical Comparative Analyses for Quality Control", In : *Lecture notes from the 5th IASC Summer School, 3rd Millenium Challenge for Industrial Statistics*. Spetses (Grece) : IASC - Copyright ISI/IASC 2000, 2000. (dans Carlo Lauro, Jaromir Antoch, Vincenzo Esposito, Christos Kitsos (eds.))

"Non Symmetrical Multivariate Analyses for Sensory Data", avec C. Lauro. In : *Proceedings of Agro-Industrie et Statistique Conference, Proceedings of Agro-Industrie et Statistique Conference*. Université de Pau et des Pays de l'Adour (Pau) : UPPA, 2000.

"Multivariate Statistical Analyses for Total Quality Measurement", avec C. Lauro. In : *Proceedings of the IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA'99)*, Proceedings of the IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA'99). Lisbon (Portugal) : INE, 1999, p. 5-12. (Invited speach in H.Bacelar-Nicolau, F. Costa Nicolau and J. Janssen)

"Multivariate Statistical Methods for Total Quality Control and Planning", avec C. Lauro. In : *Proceedings of the VI Islamic Countries Conference on Statistical Sciences, Proceedings of the VI Islamic Countries Conference on Statistical Sciences*. Lahore (Pakistan) : ISOSS, 1999, p. 69-80. (Volume 11)

"Explanatory Methods for Comparative Analyses", In : *International Symposium on PLS methods (PLS'99)*, Proceedings of Les Methodes PLS. Montreuil (France) : CISIA-CERESTA, 1999, p. 41-60.

"Comparing advertising campaigns by means of textual data analysis with

external information", avec S. Balbi. In : *Proceedings of 4èmes Journées Internationales d'Analyse Statistique des Données Textuelles (JADT'98)*, Proceedings of 4èmes Journées Internationales d'Analyse Statistique des Données Textuelles (JADT'98). Nice (France) : UPRESA, 1998, p. 39-47.

"Non Symmetrical Data Analysis: New Methods and Applications", avec C. Lauro. In : *Proceedings of 3rd conference on Statistical Computing of the Asian Regional Section (ARS) of IASC*, Proceedings of 3rd conference on Statistical Computing of the Asian Regional Section (ARS) of IASC. Manila (Manila) : ARS, 1998, p. 433-444. (relation invitée)

"Rotated Canonical Analysis onto a Reference Subspace", avec S. Balbi. In : *Abstracts of the 2nd World Conference of IASC*, 2nd World Conference of IASC. Pasadena (USA) : USC, 1997, p. 72-72. (relation invitée)

"A Comparative Non Symmetrical Analysis with Stratified Observations", In : *Proceedings of the SIS Conference "Statistics for Enterprises"*, SIS Conference "Statistics for Enterprises". Torino (Italy) : Tirrenia Stampatori, 1997, p. 343-350.

"Representing Gaps by a Simultaneous Principal Component Analysis onto a Reference Subspace", avec S. Balbi. In : *Proceedings of VIII International Symposium on Applied Stochastic Models and Data Analysis (ASMDA97)*, VIII International Symposium on Applied Stochastic Models and Data Analysis (ASMDA97). Naples (Italy) : Rocco Curto Editore, 1997, p. 135-140. (publié dans C.Lauro et J. Janssen (eds.))

"Visualising Quality Control Data by Non Symmetrical Generalised Co-Structure Analysis", avec G. Scepi. In : *Book of Short Papers of the Scientific Meeting of the Classification Group of the Italian Statistical Society associated with the International Federation of Classification Societies*, Classification Group of the Italian Statistical Society associated with the International Federation of Classification Societies. Pescara (Italy) : LA STAMPA, 1997, p. 53-56.

"Allowing for Structures on Individuals in Principal Component Analysis onto a Reference Subspace", In : *Short Communications Proceedings, XII biannual Symposium in Computational Statistics*, XII biannual Symposium in Computational Statistics. Barcelona (Spain) : UPC, 1996, p. 45-46. (dans A.Prat, E. Ripoll (eds.))

"Inferential aspects and relevance of metrics in the models for Principal Component Analysis and PCA onto a Reference Subspace", In : *Proceedings of the Workshop on Multidimensional Data Analysis*, Workshop on Multidimensional Data Analysis. Naples (Italy) : METIS, 1995, p. 91-92.

## Préface / Introduction de revue

Préface de *Applied Stochastic Models in Business and Industry*, 2009, Issue 4, p. 421-424

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## Enseignement

### ▀ Enseignement à l'ESSEC

Statistical Analysis for Management (ESSEC Global MBA programme)

Statistics pre-MSc course (ESSEC parallel admission MSc students)

Knowledge Extraction from Data (ESSEC MSc programme)  
Applied Statistics (Ph.D. programme)  
Quantitative Methods for Research in Management 1 (Ph.D. programme)  
Quantitative Methods for Research in Management 2 (Ph.D. programme)  
Multivariate Statistics in Marketing (Ph.D. programme)  
Structural Equation Modelling: applications in Marketing (Ph.D. programme)  
Seminar on "Structural Equation Modeling for the Study of Causal Relationships: the LISREL and the PLS Approaches" (Doctoral programme, 2002-2005)

### 📖 **Autres activités pédagogiques**

#### **Specialised Courses, Summer Schools, Doctoral Programmes, Research Seminars:**

"PLS Predictive Path Models with applications to Customer Satisfaction Measurement and Sensory Data Analysis", ISBIS Sardegna International Statistics Summer School, University of Cagliari, Italy (27 June - 7 July 2011).

"Statistical Soft Modeling for Measuring Customer Satisfaction via Composite Indicators", Post-graduate course in Market Analysis and Doctoral Programme, University of Cagliari, Italy (1 and 3 June 2011).

"PLS Path Modeling with XLSTAT-PLSPM", Pre-Conference Sensometrics'10 Workshop, The Sensometric Society (Rotterdam, The Netherlands, 22 July 2010).

"A 3-day Course on PLS Path Modeling: Basic Concepts and Foundations, Advances and Applications" (with W.W. Chin and M. Tenenhaus) - Training course for Researchers and Executives (Paris, every spring and fall since 2009).

"Factor Analysis and Classification" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (April and October, 2008 - September 2009 - May 2010).

"Regression and Analysis of Variance" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (February and October, 2008 - September 2009 - April 2010).

"A Joint Partial Least Squares Component-based Approach to Structural Equation Modeling and Multi-block Data Analysis" - Institut de Recherche Mathématique Avancée, Université de Strasbourg, France (October 27, 2009).

"PLS Path Modeling: A Comprehensive Course" - Lillehammer University College, Faculty of Economics and Organisation Science - Norway (October 12-13, 2009).

"PLS Path Modeling: Methodological Foundations, Recent Developments and Software Applications" - Tutorial at the 6th International Conference on Partial Least Squares and Related Methods - Beijing, China (September 7, 2009).

"PLS Path Modeling for Consumer Analysis: estimation algorithm, assessment tools and applications with XLSTAT-PLSPM software" Summer School of the Italian Statistical Society (SIS) on PLS Methods for Structured Data Tables in Consumer Analysis - University of Macerata, Italy (June 10, 2009).

"The PLS Path Modeling approach to Structural Equation Modeling: Methodological Foundations, Recent Developments and Software Applications" Tutorial at the 11th Conference of the International Federation of Classification Societies (IFCS), Dresden, Germany (March 13, 2009).

"A Comprehensive PLS-based Environment to Structural Equation Modeling" CNAM, Paris (February 2009).

"Component-based Structural Equation Models: the PLS Path Modelling Approach" Université de Paris VI, Jussieu, Paris (January 2009).

"A Comprehensive PLS Environment to Structural Equation Modeling" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 18, 2008).

"Detection and Assessment of Local Models in PLS Path Modeling" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 18, 2008).

"Model assessment and multi-group comparison in PLS Path Modeling: methodological foundations and the XLSTAT-PLSPM software" - Doctoral programme in Computational Statistics, University of Naples "Federico II", Italy (December 17, 2008).

"Local Model in Component-based SEM" - Journées d'Etudes en Statistique (JES) de la Société Française de Statistique (SFdS), Marseille (December 8-12, 2008).

"Component-based Structural Equation Models" - Journées d'Etudes en Statistique (JES) de la Société Française de Statistique (SFdS), Marseille (December 8-12, 2008).

"Introduction to Categorical Data Analysis: Chi-square test of independence for cross-tabs, binary correspondence analysis for the association between two categorical variables, multiple correspondence analysis for the analysis of survey data" - Training course for the EUROSTAT (Statistical Office of the European Union) junior and senior executives, Luxembourg (November, 2008).

"Statistical Modelling for Measuring Customer Satisfaction" - University of Cagliari, Italy (September 17th-22nd, 2008).

"Path Analysis, Confirmatory Factor Analysis and Structural Equation Modelling" Université de Paris VI, Jussieu, Paris (June 2008).

"PLS (Partial Least Squares) Path Modeling" - 11th Course in the ECAS (European Courses in Advanced Statistics) Programme on the theme: "Structural Equation Models", Université Pierre-Mendès-France, Grenoble, France (September 24th-28th, 2007).

"PLS Path Modeling for Causal Networks: Recent Contributions with Applications to Customer Satisfaction Surveys and Sensory Data Analysis"- Research Seminar - Marketing Department at the HEC School of Management, Jouy-en-Josas, France (March 30th, 2006).

"Recent Contributions to PLS (Partial Least Squares) Regression and Path Modeling for the Analysis of Dependence Relationships, Causal Networks and Multiple Tables"- Research Seminar - HEC School of Management, Jouy-en-Josas, France (March 2nd, 2006).

"PLS Methods: from regression to structural equation models" - course for the Master in Quantitative Methods for the Social Research and the Market Analysis of the University of Naples "Federico II" (Naples, from 2001 to 2006).

"The Classical (ML) and the Partial Least Squares Approaches to Study Causality Relationships by Structural Equation Modeling"- Quantitative Finance Seminar, Humboldt-Universität zu Berlin, Germany (October 24th,

2005).

"The Classical Approach (SEM-ML) to the Study of Causality by Modeling Structural Relationships between Latent Variables"- Atelier Statistique de la Société Française de Statistique "Modèles structurels et applications", Paris, France (October 20th-21st, 2005).

"The PLS approach to the analysis of latent variables: regression techniques (PLS1, PLS2), analysis of disjoint matrices (L-PLS, U-PLS) and multiblock analysis by means of causal networks (PLS-PM, Domino PLS)" - Course on "Sensory Evaluation of Food Products: test planning and data analysis" Italian Society of Sensory Sciences (SISS, Florence, June 28th, 2005).

"Use of PLS Graph for the European Customer Satisfaction Index" - PLS Summer School, Technical University of Berlin, Germany (October 6th, 2004).

"PLS Model Evaluation and Comparisons with LISREL" - PLS Summer School, Technical University of Berlin, Germany (October 5th, 2004).

"A Modeling Approach for measuring Customer Satisfaction" - Statistics course at the Faculty of Political Sciences, University of Macerata (Macerata - Italy, May 11th, 2004).

"PLS (Partial Least Squares) Path Modeling: Methodological Innovations, the use of PLS-SPAD software and applications to the Customer Satisfaction Index" - (with Y.M. Chatelin) Tutorial at the "PLS and Related Methods - Focus on Customers" Conference (Lisbon, September, 16th 2003).

"Latent Variables Soft Modeling (PLS)" - series of lectures at the IASC-IFCS Joint International Summer School on "*Classification and Data Mining in Business, Industry and Applied Research: Methodological and Computational Issues*" (Lisbon, July 23rd-30th 2003).

"PLS (Partial Least Squares) methods: from regression to structural equations models" - Master in "Quantitative Methods for Social Research and Market Analysis", Department of Mathematics and Statistics of Naples, Italy (May, 29th-30th, 2003).

"The LISREL and the PLS approach to Structural Equation Modeling" - series of seminars at the Doctorate in Statistics and the Doctorate in Informatics of the Universitat Politècnica de Catalunya (Barcelona, Spain - April 28th-29th, 2003).

"LISREL and PLS Path Modeling" - series of lectures at the IASC-IASS Joint International Summer School on "*Knowledge Discovery & Large Surveys Design and Analysis*" (Anacapri, Italy, June 20th-30th 2001).

"Explanatory Analyses" - module of the course on Multidimensional Data Analysis for the Master in Marketing of the LUISS Management University (Rome - Italy, February 2001).

"The analysis of complex systems in Epidemiology and Biomedicine" - course in the Post-Graduate School on "Biostatistics for Clinical and Epidemiological Research" by the Faculty of Medicine of the University of Naples "Federico II" (Naples - Italy, April 2000).

"Multivariate Statistical Analyses for Total Quality Measurement" - series of lectures at the *V International Summer School in Computational Statistics* organised by IASC on the theme: "*3rd Millennium Challenge for Industrial Statistics*" (Spetses, Greece, August 21st - September 4th, 1999).

"Statistics for Business and Management" - course at the Master in Economy and Management for the Small Enterprises by the Faculty of Economics of the University of Naples "Federico II", Italy (May-June, 1997).

Statistics modules for the following post-graduate courses in Naples, Italy:

"Analysts of Scenarios on International Markets" (April 2000)

"Experts of Tourism Marketing" (July 1998)

"Experts of Typical Food Products Marketing" (January 1998)  
"Experts in Quality Management for Small Enterprises" (July-September 1997)  
"Market Analysts: Methodologies and Experiences supporting Small Enterprises" (July 1997)

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## Autres activités

### 📌 Prix et distinctions

Top-Cited 2005-2010 Article in the Journal "Computational Statistics and Data Analysis": PLS Path Modeling (Elsevier publishing house, August 2010)

Top-Cited 2005-2010 Article in the Journal "Computational Statistics and Data Analysis": PLS Generalised Linear Regression (Elsevier publishing house, August 2010)

Chair of the Jury for the ISI Mahalanobis Award given at the ISI World Statistics Congress (Dublin, August 2011)

Chairman-elect of the European Board of Directors of the International Association for Statistical Computing (IASC), a section of the International Statistical Institute (ISI)

Vice-President of the International Society of Business and Industrial Statistics (ISBIS), a section of the International Statistical Institute (ISI)

Elected Council Member of the International Statistical Institute (ISI)

Winner of the "Pierre Vernimmen-BNP Paris" Teaching Awards 2005 at the HEC School of Management for the quality of the pedagogical relationships with students (MBA and Doctoral programmes), the teaching method, the mastery of the taught subjects, the innovative features of the course and the quality of the used teaching tools (Paris, June 7th, 2005)

Member of the Research Academy "Center for the Analysis of Complex Data" of the BeiHang University of Beijing (China, since November 27th, 2002)

Honoured in the "Pierre Vernimmen-BNP Paris" Teaching Awards 2001 at the HEC School of Management (Paris, June 13th, 2001)

Decorated with the ISOSS (Islamic Society of Statistical Sciences) Award in recognition of his contribution to the development of statistical sciences (Lahore, Pakistan, January 2nd, 2001)

### 📌 Activités scientifiques

#### Membre d'un comité de lecture

*Advances in Data Analysis and Classification*, Springer (On this board since May 2009)

*Computational Statistics and Data Analysis*, Elsevier (On this board since december 2006)

*Applied Stochastic Models in Business and Industry*, John Wiley & Sons, Ltd.

*Computational Statistics*, Springer (On this board since year 2000)

*Computational Statistics*, Physica-Verlag

MODULAD, Institut National de Recherche en Informatique et en Automatique (INRIA)

*Computational Statistics and Data Analysis*, Elsevier

*Journal of Chemometrics and Intelligent Laboratory Systems*, Elsevier

*Computational Statistics*, Springer

### **Communications présentées à des conférences**

"Multi-component Estimation of PLS Predictive Path Modeling", (avec L. Trinchera, G. Russolillo). 58th World Statistics Congress, International Statistical Institute (ISI), Dublin, Ireland, 23 août 2011

"Component-based approaches to Structural Equation Modeling and Multi-Block Analysis: A Comparative Study", (avec L. Trinchera). ESSEC-SUPLEC Workshop Series on "PLS Developments" - Workshop #5, ESSEC Business School, Paris, La Défense, France, 20 mai 2011

"New Variable Selection Methods in case of Many Predictors", (avec L. Trinchera, A. Tenenhaus, M. Tenenhaus). ESSEC-SUPLEC Workshop Series on "PLS Developments" - Workshop #5, ESSEC Business School, Paris, La Défense, France, 20 mai 2011

"Correlated component PLS-type regression with variable selection features for large datasets", (avec L. Trinchera, A. Tenenhaus, M. Tenenhaus). 3rd International Conference of the ERCIM Working Group on COMPUTING & STATISTICS (ERCIM'10), University of London - Birkbeck College, London, United Kingdom, 12 déc. 2010

"Knowledge Extraction by Investigating Model Uncertainty through Predictive Path Modeling and Probabilistic Networks", (avec M. Zargoush). GfKI-CLADAG 2010, Joint Meeting of the German Classification Society with the Italian Group of Data Analysis and Classification, University of Florence, Florence, Italy, 09 sept. 2010 (Keynote Speaker)

"Integrated Approaches for PLS Path Modeling: PLS Regression Estimation Modes and Probabilistic Networks", (avec L. Jouffe, G. Russolillo, L. Trinchera, M. Zargoush). 10th SENSOMETRICS Meeting, The Sensometric Society, Rotterdam, The Netherlands, 26 juil. 2010 (Plenary Invited Talk)

"A Comprehensive PLS Rationale for Multidimensional Blocks in Predictive Path Models", (avec G. Russolillo). ISBIS-2010: International Symposium on Business and Industrial Statistics, International Society for Business and Industrial Statistics (ISBIS), Portoroz, Slovenia, 09 juil. 2010 (Invited Paper Session)

"An integrated PLS Regression-based approach for multidimensional blocks in PLS Path Modeling", (avec G. Russolillo, L. Trinchera). 4th Research Workshop on PLS Developments: "PLS and Related Methods for cutting-edge research in Experimental Sciences: Methodological Advances and Challenging Applications", ESSEC Business School & SUPELEC Engineering School, Gif-sur-Yvette, France, 11 mai 2010 (Invited Lecture)

"A Non Linear Regularized Component-based Approach to Structural Equation Modeling", (avec G. Russolillo, L. Trinchera). Convegno Intermedio SIS2009 "Statistical Methods for the analysis of large data-sets", Università G. D'Annunzio Chieti-Pescara & Italian Statistical Society (SIS), Pescara,

Italy, 24 sept. 2009 (Invited Paper Session)

"A Joint Partial Least Squares Component-based Approach to Structural Equation Modeling and Multi-block Data Analysis", PLS'09 - 6th International Conference on Partial Least Squares and Related Methods, BeiHang University, Beijing, China, 06 sept. 2009 (Plenary Invited Speaker)

"A joint use of PLS Regression and PLS Path Modelling for a data analysis approach to latent variable modelling", (avec G. Russolillo, L. Trinchera). 57th Session of the International Statistical Institute (ISI), International Statistical Institute (ISI), Durban, South Africa, 18 août 2009 (Invited Paper Session)

"Different Approaches to Structural Equation Modelling in Presence of a Group Structure: Contributions to the Analysis of Environmental Initiatives and Performances of Italian Firms", (avec P. De Giovanni). EURISBIS'09 - European Regional Meeting of the International Society for Business and Industrial Statistics, University of Cagliari (Italy), Cagliari, Italy, 31 mai 2009 (Invited paper Session)

"PLS Path Modeling and PLS Regression: a Joint Partial Least Squares Component-based Approach to Structural Equation Modeling", IFCS@GFKL - Classification as a Tool for Research (IFCS 2009), University of Technology, Dresden, Dresden, Germany, 14 mars 2009 (Plenary Invited Speaker)

"Current Issues and Future Challenges in Component-Based Structural Equation Modeling", 7th International Conference on Social Science Methodology, RC33 - Logic and Methodology in Sociology, University of Naples "Federico II", Naples, Italy, 04 sept. 2008 (Invited paper in the final panel discussion)

"A Partial Least Squares comprehensive environment: The contribution of PLS Regression to PLS Path Modelling via a software implementation", 7th International Conference on Social Science Methodology, RC33 - Logic and Methodology in Sociology, University of Naples "Federico II", Naples, Italy, 04 sept. 2008

"The Contribution of PLS Regression to PLS Path Modelling: Formative Measurement Model and Causality Network in the Structural Model", Joint Statistical Meetings (JSM) 2008, American Statistical Association, Denver, Colorado, United States of America, 07 août 2008

"A Comprehensive Partial Least Squares Approach to Component-Based Structural Equation Modeling", (avec L. Trinchera). 32nd Annual Conference of the German Classification Society (GfKl), Helmut-Schmidt-Universität, Hamburg, Germany, 16 juil. 2008 (Invited paper Session)

"Formative Indicators in Structural Equation Models and Highly Correlated Latent Variable Scores: a Full PLS-based Approach", (avec L. Trinchera). International Symposium on Business and Industrial Statistics with emphasis on Quantitative Analytics for Banking, Finance and Insurance, ISBIS Society, a section of the International Statistical Institute (ISI), Prague, Czech Republic, 03 juil. 2008

"Assessing the Performance of REBUS-PLS for Latent Class Identification in PLS Path Modeling: a Simulation Study", (avec L. Trinchera). XLIV Scientific Meeting of the Italian Statistical Society, Università della Calabria (Arcavacata di Rende, Italy), Arcavacata di Rende, Italy, 26 juin 2008 (Presented in a poster session)

"Recent Developments on Formative Constructs and a Comprehensive

Environment for PLS Path Modelling", (avec P. Di Giovanni). Structural Equation Models, PLS Path Modeling and Multi-block Techniques in Sensory and Consumer Analysis, ESSEC Business School of Paris, Cergy-Pontoise, France, 15 mai 2008

"Recent Developments in PLS Path Modeling: Methodological Issues and Applications", (avec T. Fahmy). Third German French Austrian Conference on Quantitative Marketing, ESSEC Business School, Humboldt University, University of Vienna, Cergy Pontoise, France, 21 sept. 2007

"Latent Segments Detection in PLS Path Modeling: A Tool to Capture Unobserved Heterogeneity in Customers' Preferences", (avec L. Trinchera, R. Romano). Third German French Austrian Conference on Quantitative Marketing, ESSEC Business School, Humboldt University, University of Vienna, Cergy Pontoise, France, 21 sept. 2007

"The PLS approach to data exploration and modeling: an everlasting matter of dispute or a playground for integrating different cultures?", 5th International Symposium on PLS and Related Methods  $\zeta$  Causalities explored by indirect observation, Matforsk - Norwegian Food Research Institute, As (Oslo), Norway, 05 sept. 2007 (Opening Lecture)

"Fuzzy PLS Path Modeling for Latent Class Analysis: Capturing Unobserved Heterogeneity in Consumers' Preferences", (avec R. Romano, L. Trinchera). International Symposium on Business and Industrial Statistics (ISBIS 2007), ISBIS  $\zeta$  International Society for Business and Industrial Statistics, an official section of ISI (International Statistical Institute), Ponta Delgada, Azores Islands, Portugal, 18 août 2007

"PLS Path Modeling: Some Recent Methodological Developments, a Software Integrated in XLSTAT and its Application to Customer Satisfaction Studies", (avec T. Fahmy, YM. Chatelin, M. Tenenhaus). 2007 World Marketing Congress, Academy of Marketing Science and University of Verona, Verona, Italy, 12 juil. 2007

"PLS (Partial Least Squares) Path Modeling: Methodological Foundations and the XLSTAT-PLSPM software", XLSTAT First International User Conference, Addinsoft Company, Paris, France, 08 juin 2007

"PLS Path Modeling and the PLEASURE (Partial LEAST Squares strUctural Relationships Estimation) Software", ESSEC-HEC Research Workshop Series on PLS Developments Workshop #1, ESSEC Business School & HEC School of Management, Cergy-Pontoise, France, 15 mai 2007

"Fuzzy PLS path modeling for crisp and interval data: a new tool for handling sensory data", (avec R. Romano, F. Palumbo). The 31st Annual Conference of the German Classification Society (GfKI): Data Analysis, Machine Learning, and Applications, German Classification Society (GfKI) - University of Freiburg, Freiburg, Germany, 07 mars 2007

"Fuzzy PLS Path Modeling for Latent Class Detection", (avec L. Trinchera, R. Romano). The 31st Annual Conference of the German Classification Society (GfKI): Data Analysis, Machine Learning, and Applications, German Classification Society (GfKI) - University of Freiburg, Freiburg, Germany, 07 mars 2007

"Linear and Non-Linear PLS Models for the Prediction of Consumer Preferences using the notion of "Average Judge", (avec L. Trinchera, L. Ambroisine, S. Squillacciotti, M. Tenenhaus, C. Guinot). A Sense of Identity, European Conference on Sensory Science of Food and Beverages, SISS - Società Italiana Scienze Sensoriali, Florence, Italy, 28 sept. 2004

"An Index for Selecting Mixed Explanatory Variables in the Analysis of Dependence", (avec F. Palumbo). 52nd Session of the International Statistical Institute, ISI, Helsinki, Finland, 10 août 1999

### **1998-2006**

"PLS Typological Path Modelling: a model-based approach to classification" (con L. Trinchera e S. Squillacciotti) - Invited Papers Session on "PLS Path Modelling and Multilevel Models: Studying or Looking for a Group Structure", KNEMO'06 Conference: KNowledge Extraction and MOdelling (Anacapri, Italy, September 5th, 2006).

"Capturing Unobserved Heterogeneity in PLS Path Modeling" (with L. Trinchera and S. Squillacciotti) - Invited Papers Session on "Latent Class Analysis and Classification Issues" at the IFCS'06 Conference: Data Science and Classification (Ljubljana, Slovenia, July 27th, 2006).

"Capturing Unobserved Heterogeneity in PLS Regression and in PLS Path Modeling" - International Workshop on Partial Least Squares Regression and Marketing, BeiHang University of Beijing, China (April 28th, 2006).

"Capturing Unobserved Heterogeneity in Structural Equation Models: from Maximum Likelihood to PLS" - Statistical Methods for Performance Analysis (SMAP'06) Meeting, Cassino, Italy (April 21st, 2006).

"Software for PLS Path Modeling: SPAD-PLS and PLEASURE" - Tutorial on the PLS Approach to Structural Equation Modeling at the Statistical Methods for Performance Analysis (SMAP'06) Meeting, Cassino, Italy (April 20th, 2006).

"PLS Path Modeling: Recent Developments and Open Issues for Model Assessment and Improvement" - 4th International Symposium on PLS and Related Methods (Barcelona, September 8th, 2005).

"Presentation of methodological innovations in PLS Path Modeling" - 4th International Symposium on PLS and Related Methods (Barcelona, September 7th, 2005).

"Presentation of PLS-SPAD software and applications to Customer Satisfaction" (with Y.M. Chatelin) - 4th International Symposium on PLS and Related Methods (Barcelona, September 7th, 2005).

"Structural Equation Modeling for the study of Causal Relationships" - Workshop "Causality under indirect observation: Path modelling in latent variables" (&Aring;s, Norway, May 19th, 2005).

"Partial Least Squares path modeling: the heritage from Herman Wold" - Workshop "Causality under indirect observation: Path modelling in latent variables" (&Aring;s, Norway, May 19th, 2005).

"Partial Least Squares (PLS-PM and PLS-R) and Generalized Procrustes Rotations for Multiple Table Analysis" (with M. Tenenhaus) - ISI'05 Conference (Sydney, April 2005).

"PLS Path Modeling: Recent Methodological Developments with Application to Customer Satisfaction" (with C. Lauro and S. Amato) - ISI'05 Conference (Sydney, April 2005).

"PLS Generalised Linear Regression: foundations and recent advances with variable selection and validation procedures" (with M. Tenenhaus) - ISBIS4 Conference - International Society for Business and Industrial Statistics - (Palm Cove, Australia, April 2005).

"A Goodness-Of-Fit Index for PLS Path Modeling" - Workshop on PLS Path Modeling, Technical University of Berlin, Germany (October 4th, 2004).

"PLS and Generalized Procrustes Rotations for Wine Sensory Evaluation" (with M. Tenenhaus) - Workshop on PLS Methods for Sensory Analysis

within the "European Conference on Sensory Science of Food and Beverages" (Florence, September 28th, 2004).

"A strategy for the comparison of PLS path models in the study of consumer preferences with double external information" (with S. Squillacciotti, A. Amato, C. Guinot) - Workshop on PLS Methods for Sensory Analysis within the "European Conference on Sensory Science of Food and Beverages" (Florence, September 28th, 2004).

"PLS Generalized Linear Regression: foundations and recent advances with variable selection and validation procedures" - Key-note lecture - CHEMSTAT 2004 (Pardubice, Czech Republic, August 30th, 2004).

"ESIS Software: an environment for PLS Structural Equation Modeling" - Club PLS 2004 (HEC, Jouy-en-Josas, March 24th, 2004).

"A validation tool for PLS Path Modeling" (with S. Amato and M. Tenenhaus) - *Club PLS* (HEC, Jouy-en-Josas, March 24th, 2004). "PLS Regression and Classification" (with C. Lauro), 3rd International Symposium on PLS and Related Methods - Focus on Customers (Lisbon, September 15th-17th, 2003).

"Exploring, Modeling and Classifying with PLS" (with C. Lauro) - opening lecture at the *26th Annual Conference of the Gesellschaft für Klassifikation* (Mannheim, July 22nd-24th, 2002).

"Some Contributions to PLS Path Modeling and a System for the European Customer Satisfaction" (with C. Lauro), *XLI Riunione Scientifica SIS*, (Milano, June 2002).

"The PLS approach to Generalised Linear Models and Causal Path Modeling: Algorithms and Applications" - "The Best of IASC" Session organized by Antony Unwin (University of Augsburg, Germany) at the *XXXIV Annual Conference of the INTERFACE Foundation of North America* (Montreal, April 17th-21st, 2002).

"PLS Logistic Regression: Recent Developments with Variable Selection and Grouped Data Features" (with M. Tenenhaus) - *Club PLS* (HEC, Jouy-en-Josas, March 14th, 2002).

"Non-Symmetrical Comparative Analyses" - Specialised Session on Non Symmetrical Data Analysis organised by Carlo Lauro at the *8th Conference of the Francophone Classification Society* (Guadalupe Island, December 20th, 2001).

"PLS Regression and Soft Modeling with Latent Variables for Quality Assessment" - *final meeting of the PRIN'98 Italian Project "Multivariate Analysis for Total Quality: Methods, Computational Aspects and Applications"* (Parma, April 20th, 2001).

"Comparative Analyses and Consensus Classifications for Quality Control in Sensory Data" (with M. Vichi) - *satellite meeting of the Italian Statistical Society on the theme "Economics and Engineering of Quality"* (Firenze, April 28th, 2000).

"Non Symmetrical Multivariate Analyses for Sensory Data" (with C. Lauro) *Agro-Industrie et Statistique Conference* (Pau, 2000). "Explanatory Methods for Comparative Analyses", *International Symposium on PLS methods (PLS'99)* (Jouy-en-Josas, October 1999).

"Multivariate Statistical Analyses for Total Quality Measurement" (with C. Lauro), *IX International Symposium on Applied Stochastic Models and Data Analysis (ASMDA99)* (Lisbona, June 1999).

"Non Symmetrical Data Analysis: New Methods and Applications" (with C. Lauro) *3rd Conference on Statistical Computing of the Asian Regional Section (ARS) of IASC*, (Manila, December 1998).

**Organisation of Scientific Events and Membership in Scientific**

### **Programme Committees**

Member of the Scientific Program Committee of the ERCIM'10 (3rd International Conference on Computing & Statistics (Senate House in London, 10-12 December 2010).

Member of the National Organizing Committee for the 19th COMPSTAT (Computational Statistics) Symposium organized by the IASC (International Association for Statistical Computing) in Paris (23-27 August 2010).

Organiser of the Fourth Workshop in the ESSEC-SUPELEC Research Workshop Series on "PLS Developments": PLS and Related Methods for cutting-edge Research in Experimental Sciences: Methodological Advances and Challenging Applications (Cergy-Pontoise, France, 10-11 May 2010).

Co-Chair of the Scientific Program Committee of the 6th International Symposium on PLS and Related Methods (PLS'09, Beijing, China, 4-7 September 2009).

Organizer of an invited paper meeting on "Capturing Unobserved Heterogeneity in Latent Variable Modelling" at the 57th Session of the International Statistical Institute (ISI 2009, Durban, South Africa, 16-22 August 2009).

Co-Chair of the Scientific Program Committee of the ISBIS (International Society for Business and Industrial Statistics) Regional Meeting 2009 on Quantitative Methods for Banking and Finance, Environment, Services for SMEs, Transport and Tourism (Cagliari, Italy, 30 May - 3 June 2009).

Organiser of the Third Workshop in the ESSEC-HEC Research Workshop Series on "PLS Developments": PLS Path Modeling and other Component-based Approaches to Causal Networks and Multi-block Data Structures: Methodological Contributions and Applications with a focus on Marketing and the Management of Information Systems (Cergy-Pontoise, France, 14 May 2009).

Member of the International Scientific Committee for IASC 2008 - Joint Meeting of the 4th World Conference of the IASC and 6th Conference of the Asian Regional Section of the IASC on Computational Statistics & Data Analysis (Yokohama, 5-8 December 2008).

Consultative Member of the Scientific Programme Committee for the 18th COMPSTAT Symposium, the biennial Conference of the International Association for Statistical Computing (IASC, Porto, 24-29 August 2008).

Organiser of an Invited Paper Meeting session at COMPSTAT 2008 (Porto, August 2008) on the theme: "Models for Latent Class Detection".

Member of the Scientific Program Committee for GfKI 2008 - 32nd Annual Conference of the German Classification Society on "Advances in Data Analysis, Data Handling, and Business Intelligence" (Hamburg, 16-18 July 2008).

Organiser of an Invited Paper Meeting session at GfKI 2008 on the theme: "PLS Path Modeling".

Member of the Scientific Program Committee for the HDM-2008, International Conference on Multivariate Statistical Modeling and High Dimensional Data Mining (Kayseri (Caesarea), Turkey, 19-23 June 2008).

Member of the Scientific Program Committee for the CLADAG 2008, Joint Scientific Meeting of the Classification and Data Analysis Group of the Italian Statistical Society and Société Francophone de Classification (Capua (CE), Italy, 11-13 June 2008).

Organiser of the Second Workshop in the ESSEC-HEC Research Workshop Series on "PLS Developments": Structural Equation Models, PLS Path Modeling and Multi-block Techniques in Sensory and Consumer Analysis -

Methods, Applications and Software (Cergy-Pontoise, France, 15 May 2008).

Member of the International Scientific Committee for PLS'07, 5th International Symposium on PLS and Related Methods - Causalities explored by indirect observations (Oslo, September 2007).

Discussant of the Invited Paper Meeting at the 56th Session of the ISI on the theme of "Exploratory Multiple Table Analysis" (Lisbon, 23 August 2007).

Organizer and Chair of a specialized topic meeting at the 56th Session of the ISI on the theme of "Latent Class Analysis and Classification Issues" (Lisbon, 23 August 2007).

Organiser of the First Workshop in the ESSEC-HEC Research Workshop Series on "PLS Developments": PLS Path Modeling in presence of a Group Structure: Multi-Group Analysis and Latent Class Detection - Methods, Applications and Software (Cergy-Pontoise, France, 15 May 2007).

Member of the Scientific Committee for the CLADAG School on "Multivariate Statistical Methods for the Analysis of Clustered Data" (Bologna, 19-21 February 2007).

Chair of the IASC (International Association for Statistical Computing) Programme Committee for the 56th ISI (International Statistical Institute) Conference (Lisbon, 2007).

Co-Chairman of the Steering and Organising Committees for the IASC-INTERFACE-IFCS International Workshop on "Knowledge Extraction and Modeling" - KNEMO'06 (Anacapri, September 2006).

Member of the Organising Committee for COMPSTAT'06 - 17th Symposium of IASC on Computational Statistics (Rome, August 2006).

Member of the Organising Committee for the IFCS'06 Conference: Data Science and Classification (Ljubljana, Slovenia, 25-29 July 2006).

Co-organiser (with C. Lauro) of the PLS track sessions for the 3rd World Conference of IASC on the theme of: Computational Statistics and Data Analysis (Cyprus, October 2005).

Member of the Steering Committee for PLS'05, 4th International Symposium on PLS and Related Methods - Focus on Marketing (Barcelona, September 2005).

Organiser of an Invited Paper Meeting on: "The PLS (Partial Least Squares) Approach in Data Analysis: new methods with validation and computational issues" for ISI'05 Conference (Sydney, April 2005).

Member of the Programme Committee for the scientific sessions organised by IASC at the 55th ISI (International Statistical Institute) Conference - Sydney, 2005.

Co-organiser (with C. Lauro) of two Specialised Sessions on: "PLS Path Modeling, PLS Regression and Classification: New Methods and Applications" for the GfKI'05 Meeting of the Gesellschaft für Klassifikation (Magdeburg, March 2005).

Organiser and Chairman of the Workshop on: "PLS Methods for Sensory Analysis" at the "European Conference on Sensory Science of Food and Beverages" (Florence, September 2004).

Organiser and chairman of an invited session on the theme: "PLS Tools for Regression and Structural Modelling of Complex High Dimensional Data" at the COMPSTAT'04 Conference (Prague, August 2004).

Organiser and chairman of an IASC Invited Session at the IFCS'04 (International Federation of Classification Societies) Conference - (Chicago, July 2004).

Scientific Programme Committee Member of the SAS Campus 2004 Conference (Florence, May 2004). Programme Committee Member for the biannual IFCS Conference (Chicago, July 2004).

Co-chairman of the Third International Symposium on PLS and Related Methods - Focus on Customers (PLS'03, Lisbon, 15-17 September 2003).

Programme Committee Member for the organisation of the IASC-IFCS Summer School on the theme: "Data Mining and Classification for Business and Industry: methods, computational issues and applications" (Lisbon, 23-30 July 2003).

Organiser of a specialised invited session on the theme: "PLS Structural Equation Modelling and Customer Satisfaction: Recent Advances in Methods and Applications" at the 13th International Meeting of the Psychometric Society (IMPS203) and 68th Annual American Meeting of the Psychometric Society (Chia Laguna, Italy, 7-10 July 2003).

National Organising Committee Member for the Intermediate SIS Conference on the theme: "Multivariate Statistical Analysis for Social Sciences, Economics, Natural Sciences and Technology" (Napoli, 9-11 June 2003).

Co-organiser (with Carlo Lauro, Michel Tenenhaus and Alain Morineau) and Scientific Secretary of the 2nd International Symposium on PLS and Related Methods (Anacapri, 1-3 October 2001).

Chief organiser (with S. Balbi) of the International Summer School of IASC (International Association for Statistical Computing) on the theme: "Knowledge Discovery & Large Surveys Design and Analysis" (Anacapri, 20-30 June 2001).

Scientific Secretary of the "III International Conference on New Techniques and Technologies for Statistics" jointly organised by EUROSTAT, the Department of Mathematics and Statistics of the University of Naples and ISTAT (Italian National Statistical Institute) - (Sorrento, November 4th-6th, 1998).

Member of the National and Organising Committee and Scientific Secretary of the "VIII International Symposium on Applied Stochastic Models and Data Analysis" (Anacapri, June 11th-14th, 1997).

### **Direction d'ouvrages collectifs**

*Handbook of Partial Least Squares: Concepts, Methods and Applications.* (avec W. Chin, J. Henseler, H. Wang, ). Heidelberg (Germany) : Springer, 2010

*Multivariate Total Quality Control: Foundation and Recent Advances.* (avec C. Lauro, J. Antoch, G. Saporta, ). Heidelberg (Germany) : Physica-Verlag, 2002

### **Editeur scientifiques d'actes de conférence**

*Proceedings of the 6th International Conference on Partial Least Squares and Related Methods,* (avec M. Tenenhaus, R. Guan). 6th International Conference on Partial Least Squares and Related Methods, Beijing (China) : Publishing House of Electronics Industry, 04 sept. 2009, 434p. (ISBN: 978-7-121-09342-5)

*Book of Abstracts,* (avec F. Mola, C. Conversano, N. Fisher). EURISBIS'09 - European Regional Meeting of the International Society for Business and Industrial Statistics, Cagliari (Italy) : Tilapia, 30 mai 2009, 249p. (ISBN

978-88-89744-13-0)

*Electronic Proceedings of the Knowledge Extraction and Modeling Workshop*, (avec C. Lauro, A. Braverman, H. Kiers, M. Schimek). Knowledge Extraction and Modeling, Napoli (Italy) : Tilapia, 01 sept. 2006,

*Knowledge Extraction and Modeling - Book of Abstracts*, (avec C. Lauro, A. Braverman, H. Kiers, M. Schimek). Knowledge Extraction and Modeling, Naples (Italy) : Tilapia, 01 sept. 2006, 110p.

*PLS and Related Methods, Proceedings of the PLS'05 International Symposium*, (avec T. Aluja, J. Casanovas, A. Morineau, M. Tenenhaus). PLS'05 - 4th International Symposium on PLS and Related Methods, Paris (France) : SPAD - Test & Go Group, 07 sept. 2005, 538p.

*PLS and Related Methods, Proceedings of the PLS'03 International Symposium*, (avec M. Vilares, M. Tenenhaus, P. Coelho, A. Morineau). PLS'03 - 3rd International Symposium on PLS and Related Methods - Focus on Customers, Paris (France) : DECISIA, 15 sept. 2003, 538p.

*PLS and Related Methods - Proceedings of the PLS'01 International Symposium*, (avec C. Lauro, M. Tenenhaus, A. Morineau). PLS'01 - 2nd International Symposium on PLS and Related Methods, Paris (France) : CISIA-CERESTA, 01 oct. 2001, 434p.

*Lecture Notes from the 5th IASC Summer School - 3rd Millenium Challenge for Industrial Statistics*, (avec C. Lauro, J. Antoch, C. Kitsos). 5th IASC Summer School - 3rd Millenium Challenge for Industrial Statistics, Voorburg (The Netherlands) : ISI/IASC - ISBN: 90-73592-18-6, 10 juil. 2000,

### **📌 Affiliations et activités académiques**

#### **Scientific Associations:**

AMS (The Academy of Marketing Science) since May 2007

ISBIS (The International Society for Business and Industrial Statistics) since 2006

SFDS (Société Française de Statistique) and SFC (Société Française de Classification) since January 2002

ISI (International Statistical Institute) - elected member since December 1st, 2000

CSNA (The Classification Society of North America) since October 2000

ENBIS (European Network for Business and Industrial Statistics) since August 2000

ASA (American Statistical Association) since May 1998

CLADAG - SIS Group of the IFCS (International Federation of Classification Societies)

SIS (Italian Statistical Society) since January 1996

IASC (International Association for Statistical Computing) since January 1993

#### **European Projects and Activities:**

Manager of the national research unit of the ESPRIT European Project "System for Automatic Seasonal Adjustment and Forecasting of Time Series - TESS" (1998-2000)

Member of the national research unit of the ESPRIT European Project "ISO-3D" (1998-2000) for the methodological development and the

implementation of a system aimed at the interpretation of symbolic objects in 3D representations

Member of the national research unit of the EUROSTAT Project "VITAMIN-S" (2001-2003) for the development of a Visual Data Mining System

Member of the national research unit of the EUROSTAT Project "ASSO" (2001-2003) for the development of an Analysis System of Symbolic Official Data

Member of the national research unit of the EUROSTAT Project "ERMIS" (2001-2003) aimed at Electronic Commerce Measuring with Intelligent Agency

Scientific responsible for the national research unit of the EUROSTAT Project "European Satisfaction Index System - ESIS" for the methodological development, implementation and use of PLS Path Modeling in the domain of Customer Satisfaction Measurement (2001-2004)

### **Participation in final committees for Doctoral theses**

Discussant of the thesis "Contribution aux modèles d'équations structurelles à variables latentes" by Emmanuel Jakobowicz (thesis supervisor: Gilbert Saporta) defended at the Conservatoire National des Arts et Métiers (CNAM, Paris, 22 October 2007)

Supervisor of the thesis "Unobserved Heterogeneity in Structural Equation Models: a new approach to latent class detection in PLS Path Modeling" by Laura Trinchera defended at the University of Naples "Federico II" (Naples, Italy, 29 February 2008)

President of the Committee for the final discussion of five Doctoral theses at the Alma Mater Studiorum University of Bologna in Italy (1 April 2008)

Discussant of the thesis "PATHMOX Approach: Segmentation Trees in Partial Least Squares Path Modeling" by Gaston Sanchez Trujillo (thesis supervisor: Tomas Aluja-Banet) defended at the Universitat Politècnica de Catalunya (UPC Barcelona, Sapin, 23 July 2009)

Supervisor of the thesis "Insights into Tourism Demand and Tourism Behavior: Four Papers using Multiple Perspectives and Structural Equation Modeling" by Guy Assaker defended at the ESSEC Business School of Paris (Cergy, France, 1 July 2010)

Member of the committee for the thesis "Four Essays on the Interface between Marketing and Operations in Supply Chain Management" by Pietro de Giovanni defended at the ESSEC Business School of Paris (Cergy, France, 9 July 2010)

### **Participation in external juries**

Formation générale EMS 2, Collège de l'enseignement militaire supérieur de l'armée de terre à Paris (2007, 2008, 2009)

Qualified external referee in the peer reviewing process for funding research projects in Italian Universities (2009)

### **Associate Editor**

Computational Statistics and Data Analysis International Journal, Elsevier since december 2006

Computational Statistics International Journal, Physica-Verlag since 2000

Editorial Board of the Italian Journal of Applied Statistics since 2000

## **📌 Conseil**

AACST, Office of Tourism of the Island of Capri and the Province of Naples (Italy)

ADDINSFOT (Statistical Software Company, Paris, France)

ALTADIS, Fleury Les Aubrais, France

Administration of the Lombardia Region (Milan, Italy)

ASSEFOR (Association of the Chambers of Commerce for the training and assistance to the small and medium enterprises, Italy)

Bio Springer (The World of Yeast Products, France)

CATALYZ Research , Paris, France

CCIAA (Chamber of Commerce, Industry, Arts and Handicraft of Naples, Italy)

CESVITEC (Center for the Promotion and the Technological Development of Small and Medium Enterprises in Southern Italy, Naples, Italy)

CIRAD (Centre de coopération internationale en recherche agronomique pour le développement, France)

EUROSTAT (Statistical Office of the European Commission, Luxembourg)

GPF - Allaxia SpA (Market Research Company, Milan, Italy)

INRETS (Institut National de Recherche sur les Transports et leur Sécurité, France)

L'OREAL Recherche, Chevilly-Larue, France

STREAM LINE, Paris, France

TERRITOIRES SITES & CITES, Paris, France

### ▣ **Expérience professionnelle**

Statistical Training and Coaching on Applied and Advanced Statistics

Design and Statistical Analysis of general purpose and Customer Satisfaction Surveys for private companies and public institutions (in the area of automobile industry, mobile phones providers, tourism, energy and other services)