

Christian M. Ringle is a renowned scholar and a Chaired Professor of Management and Director of the Institute of Human Resource Management and Organizations (HRMO) at the Hamburg University of Technology (TUHH) in Germany. He completed his Ph.D. in Business and Economics at the University of Hamburg and has held visiting research positions at Georgia State University and Osaka City University. Ringle has also been a Conjoint Professor at the University of Technology Sydney and the University of Newcastle in Australia.

Ringle's research is diverse and covers various fields, including human resource management, organization, marketing, strategic management, and quantitative methods for business and market research. He is a prolific scholar and has published numerous articles in reputed academic journals, such as the *International Journal of Research in Marketing*, *Information Systems Research*, *Journal of Business Research*, *Journal of Leisure Research*, *Journal of Service Research*, *Journal of the Academy of Marketing Science*, *Long Range Planning*, *MIS Quarterly*, and *Tourism Management*. His research contributions have been cited more than 160,000 times in the last eight years, according to Google Scholar. In 2018, he was recognized as one of the Highly Cited Researchers by Clarivate Analytics.

Apart from his research accomplishments, Ringle holds several significant positions, including Executive Director of International Affairs at TUHH, a member of the Regional Board of the German Association of University Professors and Lecturers (Deutscher Hochschulverband - DHV), a member of the Supervisory Board of the Northern Institute of Technology Management, an Editorial Board Member of the *Journal of Business Research (JBR)*, and a Fulbright Liaison Professor at TUHH. Ringle is also a passionate teacher and offers online courses and doctoral seminars on multivariate statistics, particularly the PLS-SEM method, and the use of statistical software such as SmartPLS, which has benefited numerous researchers in enhancing their statistical skills and methodology.