



UNIVERSIDAD DE GRANADA

Facultad de Ciencias
Económicas y
Empresariales

Conferencia Behavioral vs. Design Science Research impartida por Jörg Henseler

03/07/2026

[hiperaula](#) [conferencia](#)

Os animamos a asistir a la conferencia que impartirá **Jörg Henseler** en nuestra Facultad el próximo **7 de julio de 9:30 a 11:30 en la Hiperaula**.



Jörg Henseler es uno de los **referentes internacionales más reconocidos en metodología de investigación**, especialmente en el ámbito de **PLS-SEM**, con más de 140.000 citas en Google Scholar ([Jörg Henseler - Google Académico](#)).

El título de la charla es **Behavioral vs. Design Science Research**, aunque se impartirá **en español**.

Dado que el aforo es limitado, es necesario inscribirse previamente a través del siguiente enlace:

<https://docs.google.com/forms/d/e/1FAIpQLSfVWd0j0Hat73njeaZ5yjpVDnwA7YCVBjjax8k7rki2editor>

Se trata de una oportunidad excepcional para aprender de uno de los mayores expertos en este campo.

¡No dejéis pasar esta oportunidad!

Perfil del ponente:

Jörg Henseler is full professor and holds the Chair of Product-Market Relations in the Faculty of Engineering Technology at the University of Twente, the Netherlands. Moreover, he is Visiting Professor at NOVA Information Management School, Universidade Nova de Lisboa, Portugal, and Distinguished Invited Professor in the

<http://fccee.ugr.es/>

Department of Business Administration and Marketing at the University of Seville, Spain. His broad-ranging research interests encompass empirical methods of behavioral and design research as well as the management of design, products, services, and brands.

He is co-inventor of the heterotrait-monotrait ratio of correlations (HTMT) for the assessment of discriminant validity, consistent partial least squares (PLSc), confirmatory composite analysis (CCA), and the Henseler-Ogasawara specification for incorporating composites in structural equation models.

He was awarded EMAC's JBEM Steenkamp Award for Longterm Impact; Web of Science has listed him for years as a highly cited researcher; and Ioannides et al. (2025) rank him among the world's 200 most impactful researchers. His work has been published in European Journal of Information Systems, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Supply Chain Management, MIS Quarterly, Organizational Research Methods, and Psychometrika, among others.