



# IJRM



Present the

2021

Jan-Benedict E.M. Steenkamp Award  
for Long-Term Impact

to

Werner Reinartz, Michael Haenlein,  
and Jörg Henseler

for their article

“An empirical comparison of the efficacy  
of covariance-based and  
variance-based SEM”

International Journal of Research in Marketing, Vol. 26 (4), 2009, pp 332-344

which has made significant long-term contribution to marketing knowledge