

One Day Workshop
on
Mediation and Moderation Analysis
17th August 2020

Symbiosis Centre for Management and Human Resource Development,
Hinjawadi, Pune, Maharashtra 411057

Profile of the Resource Person:

Dr. P. Murugan is working as an Assistant Professor in School of Management Studies, University of Hyderabad (UoH), Hyderabad. Before joining UoH he worked as a Data Analyst at Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli. He has a passion for Research and he has been a resource person for several workshops and FDP programs held at many universities and B-Schools in India. He has organised a four day workshop on [Mediation, Moderation and Conditional process analysis](#) at Shailesh J. Mehta School of Management, IIT Bombay. He has an expertise in Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Covariance and Partial Least Square based Structural Equation Modeling, Latent Profile Analysis and Item Response Theory. His papers are published in SSCI and ABDC listed journals. Recently he has started to offer online workshops in the area of ICT tools in education, Open educational resources and research methods. He has also presented papers at many international and national level conferences.

Workshop Objective

In social science research, theory development is the main focus and making a meaningful theoretical contribution is difficult. A way to make a meaningful theoretical contribution is by incorporating mediation and moderation approaches in research (Summers, J. O. 2001). In the recent literature, combining mediation with moderation and moderation with mediation has taken place a major role in the top tier journals. This workshop will help the scholars to understand the process of theory development using mediation and moderation approaches.

Session plan

Session 1

Introduction to mediation analysis and mediational hypothesis specification

Session 2

Mediation analysis using SPSS PROCESS Macro

Session 3

Introduction to moderation analysis and moderational hypothesis specification

Session 4

Moderation analysis using SPSS PROCESS Macro

Required readings

1. Bai, Q., Lin, W., & Wang, L. (2016). Family incivility and counterproductive work behavior: A moderated mediation model of self-esteem and emotional regulation. *Journal of Vocational Behavior*, 94, 11-19.
2. Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.
3. Dawson, J. F. (2014). Moderation in management research: What, why, when, and how. *Journal of Business and Psychology*, 29(1), 1-19.
4. Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication monographs*, 76(4), 408-420.
5. Siu, O. L., Lu, J. F., Brough, P., Lu, C. Q., Bakker, A. B., Kalliath, T., ... & Sit, C. (2010). Role resources and work–family enrichment: The role of work engagement. *Journal of Vocational Behavior*, 77(3), 470-480.
6. Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of consumer research*, 37(2), 197-206.

Required software

SPSS above 20 version and PROCESS Macro

Other online resources

1. AOM author resources: <http://aom.org/publications/amj/author-resources.aspx>
2. Mediation, moderation and conditional process modeling by ANDREW F. HAYES: <http://www.afhayes.com/>
3. Mediation and moderation analysis by KRISTOPHER J. PREACHER: <http://quantpsy.org/medn.htm>
4. Mediation, moderation and SEM by DAVID A. KENNY: <http://davidakenny.net/>
5. Jeremy Dawson: <http://www.jeremydawson.com/slopes.htm>

Course instructor

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