



# GIBS B SCHOOL

Banashankari III Stage, Bengaluru, Karnataka, India.

In Association with



## PRIMAX FOUNDATION

Registered Under Karnataka Societies Registration Act 1960  
Reg. No. JNR-S211-2015-16, IT Exemption 12A & 80G  
MSME Reg. No.: UDYAM-KR-03-0144791  
Bengaluru, Karnataka, India.



# 3 Days - International Level Virtual Workshop on

## Structural Equation Modelling, Mediation & Moderation Analysis

18<sup>th</sup> November  
to  
20<sup>th</sup> November

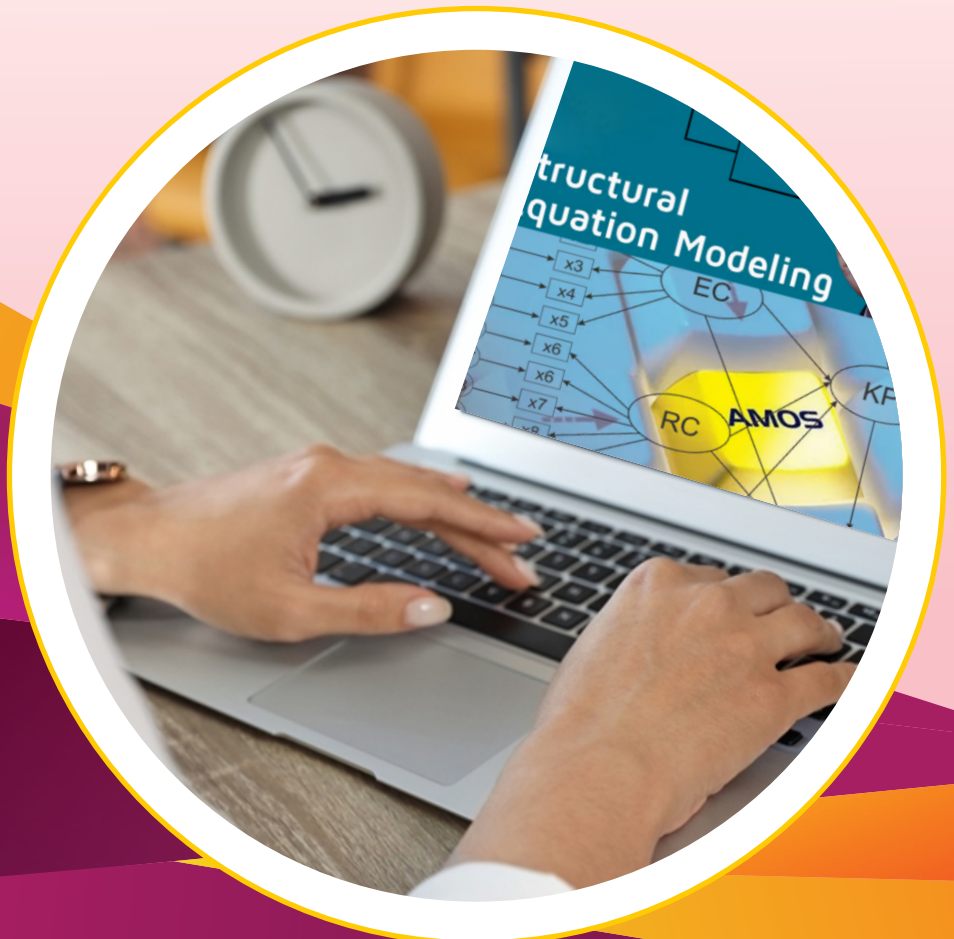
# 2022

Time : 6.00 PM to 9.00 PM

For Registration



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## About GIBS B School, Bengaluru

GIBS B SCHOOL, formerly SKIMS (Sri Krishna Institute of Management Studies) was founded by a visionary and Kempe Gowda awardee Dr. M. Rukmangada Naidu and Smt. Jalajakshamma in the year 2017 under Sri Krishna International Educational Trust. GIBS has been consistently focusing on designing practice-oriented learning and a contemporary industry-focused curriculum, driven by our strong corporate interface. Through innovative, learning-oriented teaching practices, GIBS is continuously striving to provide the best management education in India. Besides, grooming ingenious, industrious and competent managers for the industry, GIBS is committed to inculcating basic social values and a sense of dignity, uprightness and superiority in the students. We prepare graduates who have a strong desire to learn and grow continually, welcome new ideas, value diversity with desire to succeed and give one's best towards excellence in all spheres of life.

## About Primax Foundation, Bengaluru

Primax Foundation® was established in the year 2015 and it was registered under the Karnataka Societies Reg. Act 1960 (Reg. No JNR-211- 2015-16) Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles & Counseling , Initiating Research Activities etc., Primax Foundation is an upcoming Training and Development Center in Bangalore offering a variety of need based training programs, through on-and-off campus modes. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully put to use by the industry, society and corporate world.

### About Workshop

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 a major role in the top tier journals. This workshop will help the scholars to understand the process of theory development using mediation, moderation, moderated mediation and mediated moderation approaches.

### Objectives of the FDP

- To provide a detailed understanding of basic concepts, techniques and tools associated with performing SEM analysis.
- To provide a balanced mix of theoretical concepts and hands on experience with application of various basic and advanced SEM techniques with the help of case studies.

### Expected Outcome of this workshop

At the end of this course, the scholars will get exposure on the recent advancements related to mediation and moderation analysis. Moreover, they will be able to develop and test the theoretical models using the advanced approaches covered in this workshop.

### Resource Person



**Dr. P. Murugan**  
Assistant Professor

School of Management Studies  
University of Hyderabad  
Hyderabad, Telangana, India

Dr. P. Murugan is working as an Assistant Professor at School of Management Studies, University of Hyderabad (UoH), Hyderabad. He has worked with IIM Shillong, 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 more than 200 workshops and FDP programs held at many universities and B-Schools in India (e.g., Anna University-Chennai, IIT Bombay, SPJIMR Mumbai, NIT-Trichy). His expertise lies in the areas of Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Structural Equation Modeling, Latent Profile Analysis, and Item Response Theory. He is also familiar with data analysis software such as Mplus, AMOS, Python, R, JAMOVI, JASP, SPSS, Bluesky Statistics, Conquest and IRT pro. His papers are published in SSCI, ABS and ABDC listed journals. He has developed online lecture videos for three of the courses offered through the SWAYAM platform.

# Topics to be covered

<b>DAY -1</b>	<b>Introduction to Latent Variable Modeling/ Structural Equation modeling</b>
18/11/2022 Friday 6.00 PM to 9.00 PM	<ul style="list-style-type: none"><li>• Introduction to Structural equation modeling</li><li>• Introduction to confirmatory factor analysis</li><li>• EFA vs CFA</li><li>• Establishing the reliability and validity using CFA Testing</li><li>• Role of theory in SEM model testing</li><li>• Item parceling in SEM</li><li>• Testing the SEM model</li><li>• Model fit values: RMSEA, GFI, CFI and etc.</li></ul>
<b>DAY -2</b>	<b>Introduction to mediation analysis</b>
19/11/2022 Saturday 6.00 PM to 9.00 PM	<ul style="list-style-type: none"><li>• The role of theory in mediational hypothesis specification</li><li>• Specifying the mediational hypothesis</li><li>• Sobel's test vs Bootstrapping</li></ul> <p><b>Beyond Baron and Kenny mediation analysis</b></p> <ul style="list-style-type: none"><li>• Recent trends in mediation analysis</li><li>• SEM approach for Mediation analysis</li><li>• Role of control variables in mediational analysis</li><li>• Confounding and suppression in mediation</li><li>• Testing mediational model using PROCESS Macro</li><li>• Overview of serial and parallel mediation models</li></ul>
<b>DAY -3</b>	<b>Introduction to moderation analysis</b>
20/11/2022 Sunday 6.00 PM to 9.00 PM	<ul style="list-style-type: none"><li>• The role of theory in specifying moderation hypothesis</li><li>• Specifying moderation hypothesis</li></ul> <p><b>Testing moderation hypothesis – regression analysis approach Reporting moderation analysis result</b></p> <ul style="list-style-type: none"><li>• Hierarchical regression analysis</li><li>• 2-way interaction using PROCESS macro</li><li>• Simple slope test: Pick-a-Point approach</li><li>• Interpreting interaction graph</li><li>• Overview of three-way interaction and non-linear effects.</li></ul>

## Who can Participate

- PG Students
- Research Scholars
- Faculty Members

## Software used in the workshop

- Excel, AMOS, IBM SPSS
- SPSS PROCESS Macro Package



(**Note:** Necessary Demo / Trial Version Statistical Software will be provided to Registered Participants)

*Happiness comes from giving Happiness...*

## Key Information

- **Duration:** Three Days (18-11-2022 to 20-11-2022)
- **Time:** 6.00 PM to 9.00 PM (Zoom app)
- **Registration fee :** For Indian Participants **Rs. 1500 /-** For Foreign Participants **50 USD**
- Only 40 seats are available, therefore registration shall be made on first cum first served basis.
- **Recorded session link will be provided (Only View Option Max. Five Days)**
- Please note that no refund of fees shall be made later on.
- **Certificate of Participation :** All participants will receive ' Soft copy of - Certificate of Participation' after successful completion of the program

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