

Report of workshop

on

**“Data Analysis using Process Macro:
Advance Mechanism for Mediation &
Moderation in SEM”**

Research & Publication cell of Dr. D. Y. Patil B-School organized pre-conference workshop on **Data Analysis using Process Macro: Advance Mechanism for Mediation & Moderation in SEM**. This workshop was organized for the participants of the Second International Conference at on Fostering Resilient Business Ecosystems and Economic Growth: Towards the next Normal

Objectives

To orient the audience on the emerging method of data analysis using Process Macro.

Audience present: 200

Program Date: 27th April, 2022

Session duration: 2:00pm-6:00pm (4 hours)

Venue: online

The session began Ms. Geetika Jha introducing Dr. Vikas Arya. Dr. Vikas Arya greeted all the audience and began the session by asking an open question to the audience present – the difference between mediation and moderation. He also spoke about when to use structural equation modelling and what are its benefits.

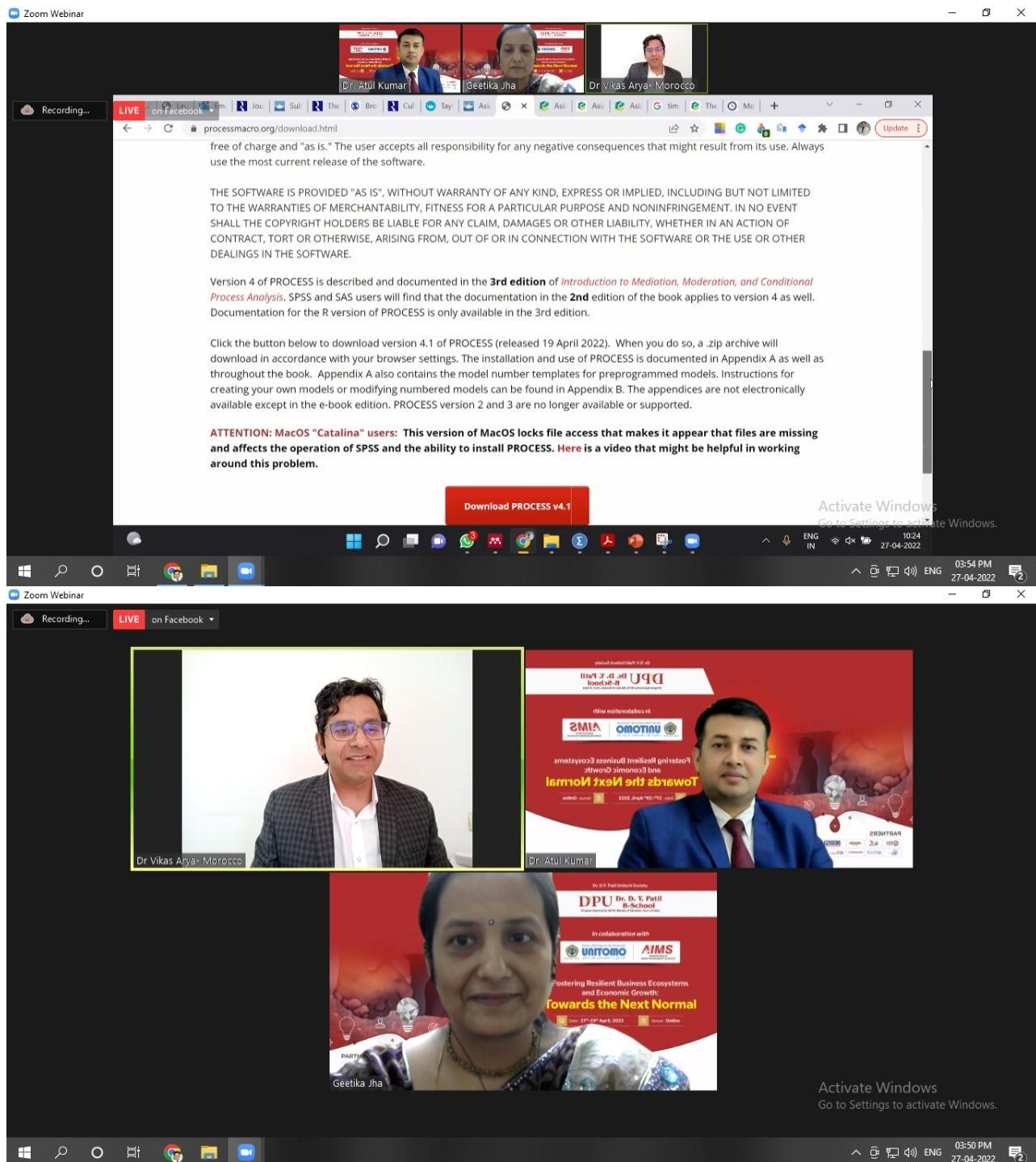
He then introduced the audience with the tool named Process macro and its uses. He said **PROCESS** is an observed variable OLS and logistic regression path analysis modeling tool. It is widely used through the social, business, and health sciences for estimating direct and indirect effects in single and multiple mediator models (parallel and serial) , two and three way interactions in moderation models along with simple slopes and regions of significance for probing interactions, and conditional indirect effects in moderated mediation models with a single or multiple mediators or moderators.

He described the mediation, moderation and conditional process analysis as the foundation of mediation and moderation analysis as well as their analytical integration in the form of "conditional process analysis", with a focus on **PROCESS** for SPSS SAS, and R as the tool for

implementing the methods discussed.

He gave some workbooks to the audience and demonstrated how to analyse the data using Process macro

The session gave many insightful facts about the and the participants found it very helpful.





Recording... LIVE on Facebook



Activate Windows
Go to Settings to activate Windows.