

More Details: <https://sites.google.com/view/smseec>

# Online Workshop

## on

# Mediation and Moderation Analysis

**3 to 5 February 2026 (7 p.m. to 9. p.m.)**

*Organized by*

**School of Management Studies  
(Central) University of Hyderabad  
Hyderabad-500046**



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### **ABOUT THE WORKSHOP**

In social science research, theory development remains a core priority, yet making a meaningful theoretical contribution is often challenging. One effective way to advance theory is by integrating mediation and moderation approaches into theoretical models (Summers, 2001). In recent years, top-tier journals have increasingly emphasized studies that combine mediation with moderation, as well as moderation with mediation, to uncover deeper and more nuanced mechanisms within management phenomena. This workshop is designed to help scholars understand, empirically test mediation, moderation, and moderated mediation models, thereby strengthening the theoretical rigor and contribution of their research.

### **WHO CAN ATTEND?**

- Faculty members from commerce, management, and social sciences.
- Research scholars from commerce, management, and social sciences.

### **PREREQUISITES**

- Knowledge of multiple regression analysis is essential.

### **TOPICS COVERED**

- Simple Mediation analysis
- Serial and Parallel Mediation analysis
- Moderation analysis (2-way interaction)
- Moderated mediation analysis

### **REQUIREMENTS**

- All the sessions will be conducted through online mode.
- Process Macro in R or SPSS will be used.

### **MORE DETAILS**

**MORE DETAILS:** <https://sites.google.com/view/smseec/open-prgs/mma>

## RESOURCE PERSON



**DR. P. MURUGAN**

Dr. P. Murugan is working as an Assistant Professor at the School of Management Studies, University of Hyderabad (UoH), Hyderabad. He has completed his PhD from Anna University, Chennai, and worked with IIM Shillong, Australian Council for Educational Research, New Delhi, and National Institute of Technology, Tiruchirappalli.

He received the University of Hyderabad's chancellor's award for his contributions to both teaching and research.

He has a passion for research, and he has been a resource for more than 300 workshops and FDP programs held at many universities and B-Schools in India.

His expertise lies in the areas of Multivariate Data Analysis Techniques, Mediation Analysis, Moderation Analysis, Structural Equation Modeling, and Item Response Theory. His papers have been published in SSCI, ABS, and ABDC-listed journals. He has developed online lecture videos for three of the courses offered through the SWAYAM platform.

For more details visit: <https://sites.google.com/view/muruganpattusamy>

## WORKSHOP FEE

<b>S. No.</b>	<b>Workshop fee</b>	<b>GST 18%</b>	<b>Total fee</b>
Research Scholars	Rs. 750	Rs. 135	Rs. 885
Faculty Members	Rs. 1000	Rs. 180	Rs. 1180
International participants	USD 15	USD. 2.7	USD 17.7

## PAYMENT LINK

- Kindly pay the fee at the link: <https://payuoh.uohyd.ac.in/>
- For Step-by-Step help on fee payment visit:  
<https://sites.google.com/view/smsee/sops/payment>

## REGISTRATION

- After fee payment on the above link, kindly register here:  
<https://forms.gle/12DhoUmUCYmQ375NA>
- The Registration should be completed on or before: 28-Jan-2026

### **ABOUT THE UNIVERSITY**

The University of Hyderabad, a premier institution of post graduate teaching and research in the country, located on a sprawling 2000 acres, on the old Mumbai Highway, Gachibowli, provides the right learning ambience. The Institution of Eminence status accorded by the Government of India to the University of Hyderabad in September 2019 is recognition of the university's standing, ability and potential to move into the league of the world's best institutions. With additional funding and autonomy, we are positioned to figure in the World's 500 Best Universities in the next few years. For more details visit: <https://uohyd.ac.in/>

### **ABOUT SCHOOL OF MANAGEMENT STUDIES**

The School of Management Studies (SMS), at University of Hyderabad was established in the year 1999. The school is acknowledged for its cutting-edge research, excellent teaching and learning activity in an intellectually stimulating environment. SMS is one of the fastest growing business schools in the country. It has also been sanctioned the UGC Special Assistance Program and Development Assistance. SMS is home for scholarship, education and innovative thinking related to the business management, business analytics and health care management. The department offers four educational programs: the PhD in Management, the MBA Program in General Management, the MBA program in Business Analytics, MBA Program in Health care & Hospital management and Executive MBA. For more details visit: <http://sms.uohyd.ac.in/>

### **MORE DETAILS**

Ms. Deepika

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### **Other Open Programmes of the centre:**

<https://sites.google.com/view/smseec/open-prgs>

**Past programmes:** <https://sites.google.com/view/smseec/past-prgs>