ON THE NEED OF MODERATION AND MEDIATION FOR DOCTORAL STUDIES: FALLACY OR REALITY

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MODERATION & MEDIATION

• Yet another methodological topic? Is this really necessary?
• Yes, not just a “mere methodological” issue or “quibbles of stats geeks”
• Central to theory building and testing
• Central to understanding management and organizations
• Critical for understanding when and why organizational practices are effective
• Directly related to **how we do research** with implications for replicability, trustworthiness, and credibility of our results and conclusions
MODERATION
• The conditions under which and effect varies in size

MEDIATION
• The underlying mechanism and processes that connect antecedents and outcomes
A **moderator** variable influences the nature (magnitude/direction) of the effect of an antecedents on an outcome.

- Two types of moderator variable:
  - Categorical Moderator
  - Continuous Moderator

- When moderator is **categorical**, the traditional data-analytic approach is subgrouping analysis that is by comparing correlation or regression coefficients across various categories.

- When moderator is **continuous**, the study relies on **moderated multiple regression**. This regression consists of a predictor, X, a second predictor Z, which is the moderator, and a product term between X and Z, which carries information on the moderating effect of Z on the X-Y relation.
A **mediator** transmits the effect of antecedents on the outcome, either in part or whole (Baron & Kenny, 1986; MacKinnon, 2008)

- **Direct effect** of X on Y indicates that there is no mediation (path c)
- **Indirect effect** of X on Y indicates that the effect of X on Y can be transmitted only through variable M with the magnitude of this effect represented by the products of path a and b (a*b)
- **Direct + Indirect effect** of X on Y indicates that the effect of X on Y can be transmitted directly from X on Y (path c’) or indirectly through a mediator, M (path a*b)
MODERATION & MEDIATION

“What, When, Who & How”

INDEPENDENT VARIABLE

MEDIATOR

DEPENDENT VARIABLE

MODERATOR

CONTEXT OF RELATIONSHIP

T1,2,3

T1,2,3

T1,2,3
MODERATION & MEDIATION
“WHAT, WHEN, WHO & HOW”

• Best applicable when your research gap is to investigate possible mechanism that influences an established relationship
• Inconsistencies in established relationship denotes by theory yields possibilities of a third variables that can be either a moderator or mediator.
• An additional theory is required to established the role and effect of moderator and mediator.
Two approaches for theorizing mediation effect:

• i) Segmentation Approach

• ii) Transmittal Approach
SUGGESTED READINGS


THANK YOU