

> October 5<sup>th</sup> and 6<sup>th</sup>, 2020 9:00am - 4:45pm

## MARKETING RESEARCH WORKSHOP



EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

# RESEARCH WORKSHOP

## “MEDIATION, MODERATION, AND CONDITIONAL PROCESS MODELING WORKSHOP” IOANNIS EVANGELIDIS, ESADE BUSINESS SCHOOL (SPAIN)



### ABSTRACT

In this workshop you will learn how to conduct and interpret the results of mediation, moderation, and conditional process analyses. This workshop will be fully online. It will combine asynchronous sessions via Loom and live sessions via Zoom.

More information in the Manual (attached).

