

Faculty Development Programme
on
**RESEARCH METHODOLOGY AND
ADVANCED DATA ANALYSIS**
MAY 27 – 31, 2019

Organized by



The Department of Commerce

SREE SARASWATHI THYAGARAJA COLLEGE

An Autonomous, ISO 9001 Certified and NAAC Re-Accredited Institution with 'A' Grade

Palani Road, Pollachi - 642 107, Coimbatore Dist, Tamilnadu.

Tel : 73737 66550, 99432 66008, 90951 66009 Tele Fax : 04259 266009

Email : stc@stc.ac.in Website : www.stc.ac.in

Profile of the STC

STC is a self-financing institution with autonomous status founded by the charitable trust VSV VIDYAA MANDIR in 1997 to offer quality education at affordable cost to the rural students of Pollachi region. The college offers 15 under graduate degree courses, 7 Post graduate degree courses and 6 Research Programs. The institution has MoUs and Tie-ups with several organizations like CODISSIA, TCS, TalentSprint, Educational Institutions, and Training Institutions etc. for hands-on training, industry visit, development of aptitude skills, technical skills, and communicative skills as a part of integrated learning model right from first year. STC has also been re-accredited by National Assessment and Accreditation Council (NAAC) of the University Grants Commission (UGC) with A grade and also has got ISO 9001:2008 certification.

STC has a unique transformation model which calls Knowledge, Skill development and Attitude which is considered as our contribution towards Nation building exercise. We have many Centers of Excellence, which would enable the students to utilize the best of their services and achieve their goals. Also STC students have a commendable record in sports at National and International levels and STC Volleyball team is considered to be one among the best teams in the state and at national level.

FDP in Research Methodology

Statistics are such phenomena that every academician or researcher wishes to learn. It has been observed that researchers find it difficult to conduct an in-depth analysis in their areas of specialization without a sound knowledge of the scientific process of conducting research. Researchers must remember that little knowledge is dangerous and devoting time and energy to understand the essence of statistics before executing any type of research is indispensable. Statistics acts as an enabling tool for conducting research. The proposed workshop provides an opportunity to understand the crux of research methodology in the light of inherent use of statistics in the conduction of any type of research. Further, the instructors will be using a step-by-step approach to discuss the applications of MS Excel, Minitab, and SPSS in statistical analysis, and thus familiarizing participants with the software programs used in the research world.

Aim and objective of the FDP

Faculty Development Programs - a Five day program, aims at providing an opportunity to the participating scholars to revise the fundamentals of Empirical Research by way of developing blueprints for a few research papers and research topics on the inter-disciplinary approach covering the broad areas within law & other Social Sciences. The analysis was taught using SPSS. The aims to provide a comprehensive theoretical and hands on practical experience on Research Methodology and SEM to the beginners. It will focus on theoretical as well as practical aspects and provide hands-on experience to participants so that they are helpful to train faculty members in their respective institutions as well as promote industry-institute collaborations by working on the industrial projects and solve the current research problems.

Course Content

MODULE I: MAY 27,2019

- Introduction to research methodology
- Types of research methods
- Research problems and research design
- Hypotheses testing
- Literature review
- Measure of scale and sampling considerations
- Ethical issues in doing research
- Writing research proposals

MODULE II: MAY 28

- Art of Writing Research articles
- Framing Topic
- Qualitative and quantitative research, Writing without plagiarism
- Sample power analysis using Gpower 3.0
- Oscillators' :RSI and ROCs

MODULE III: MAY 29

- Exploratory factor analysis
- Confirmatory factor analysis
- Common method bias testing

MODULE IV: MAY 30

- Mediation analysis
- Moderation analysis
- Moderated mediation analysis
- Mediated moderation analysis

MODULE V: MAY 31

- Understanding theoretical contribution
- Overview of basis statistics and multivariate data analysis techniques
- Parametric and non-parametric analysis
- Correlation and ANOVA analysis
- Multiple regression analysis

Registration & other details

Eligibility : Any Faculty member of a UGC recognized institution working in the social sciences.

Registration Fee : Rs.1000/- (Mode of Payment: Online through RTGS/NEFT)

Patrons

Mr. S. Venkatesh,	Chairman, STC
Ln. M. A. Vijayamoghan,	Vice Chairman, STC
Ln. T. Sethupati,	Secretary, STC

IMPORTANT DATES

Duration : 27.05.2019 - 31.05.2019 | Last Date to Register: 25.05.2019

Certificate of Participation will be issued

Resource Persons

Dr.N.Rajasekaran

Director,
Centre for Research & Development,
Sree Saraswathi Thyagaraja College, Pollachi

Module I: May 27

Dr.R.Victor Lazarus,

Associate Professor,
PG & Research Department of Management Studies,
Bishop Heber College, Tiruchirappalli

Module II: May 28

Dr.P.Karthikeyan,

Associate Professor and Head i/c
Department of Management Studies
Periyar University Post Graduate Extension Centre, Dharmapuri

Module III: May 29

Dr.S.Kavitha,

Associate Professor
GRG School of Management Studies , Coimbatore

Module IV: May 30

Dr.K.Gowri,

Assistant Professor of Commerce
PSG College of Arts and Science, Coimbatore

Module V: May 31

Dr.D.Kumaresan,

Principal,
Laxminarayana Arts & Science College for Women, Dharmapuri.

Programme Co-ordinators

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சரஸ்வதி தியாகராஜா கல்லூரி
பொலாசி

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