



PONDICHERRY UNIVERSITY
(A CENTRAL UNIVERSITY)
DEPARTMENT OF MANAGEMENT STUDIES
SCHOOL OF MANAGEMENT

Two Days National Level Workshop on:
RESEARCH METHODOLOGY IN BUSINESS STUDIES

Date: 4th and 5th August, 2016

Venue: Seminar Hall, DMS, Pondicherry University

Two Days National Level Workshop on Research Methodology in Business Studies

About the University

A central university, established through an act of parliament in 1985. The campus is covered over 780 acres of land with lush green tropical vegetation and its entire campus is Wi-Fi enabled. It has about 5000 students representing 33 states of the country and abroad and over 450 highly qualified faculty from across the country. It has the state of the art library with remote access to over 31000 digital information resource through a dedicated library portal. Pondicherry University was the first university to adopt the CBCS and semester system which easily facilitates the mobility of the students with credit transfer both in India and abroad. The university is growing with a cardinal principle of expansion with excellence and equity remains connected globally. More than 27 MOUs have been signed with National Institutions and International Universities for exchange of faculty and students.

Department of Management Studies

The Department of Management Studies (DMS) bears the sole pride of establishing the first management programme in Pondicherry. Since its inception in 1986 it has been catering to the needs of aspiring management and research students with highly competent team of faculty members. The department has published many research articles in leading national and international journals.

DMS serves as a boom to the ardent students who have the striving thrust to learn and practice management. Also the lush green environment in the university provides pleasant ambience for the students to relish every moment of the learning experience. DMS functions as university department with unique importance. The department has been rated high by rating agencies such as NAAC, Star News, Indian Express, CSR-GHRD, etc.

About the Workshop

DMS RM Workshop is Two Days National Level Workshop Catering to Diverse need of researchers and academicians. The Workshop modules are designed in such a way to give practical training to all the participants using live data.



Registration

The payment for the workshop will be collected in the form of Demand Draft (DD) in favor of **"DMS RM WORKSHOP"** payable at Pondicherry. Last date of registration is 2nd August, 2016

Research Scholars (Full Time)	Rs. 500/-
UGC-JRF/Part Time Research Scholars	Rs.1000/-
Faculty Members/Academicians	Rs.1200/-

Workshop coverage

- Topic selection/ labelling the Thesis
- What to include / what not to include in thesis
- Do's and Don'ts in literature review
- Research Model, Hypothesis formulation and testing
- How to use appropriate statistical tools, interpretation of results using SPSS
- Measurement and Scaling techniques
- Data Analysis using SPSS
- Model development and model validation through Smart-PLS
- Big data analysis –Management Oriented visualizations, Data mining and predictive modelling.
- Hands-on exposure to R softwares
- Analysis of massive real time data.
- Identifying scope for future research
- Contribution of present research to the stream of theory
- Writing research papers in national/ international referred/citations journals

Who can attend?

Research Scholars who are pursuing their research in Management / Social Sciences, Faculty members with/without a doctoral degree interested in Management / Social Sciences Research, PG / M.Phil students of Management & Social Sciences.

RESOURCE PERSONS

1. Dr. BHARATENDRA K.RAI
Associate Professor
Charlton College of Business
University of Massachusetts
Dartmouth, USA

2. Dr.SATYANARAYANA PARAYITAM
Associate Professor
Charlton College of Business
University of Massachusetts
Dartmouth, USA

3. Dr.MUNISWAMI
Professor & Head
Department of Statistics
Andhra University

4. Dr. P. GANESAN
Senior Professor
VIT Business School
VIT University, Vellore

CHAIRMAN

Dr. G ANJANEYA SWAMY
Professor & Dean
School of Management
Pondicherry University

CONVENER

Dr. R. PANNERSELVAM
Professor & Head
Dept. of Management Studies
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Note:

- 1. Interested candidates can confirm their participation in the workshop by writing an email to workshopdms16@gmail.com**
- 2. Only 40 participants will be selected on First Come First Serve Basis. So check for availability of seats before making the DD.**
- 3. Workshop Kit containing study materials, plastic folder, pen and writing pad will be given to all participants.**
- 4. Accommodation will be provided in the University guest house subject to availability of rooms and on prior request and additional payment.**
- 5. Everyone must bring their own laptop.**