



Five Days Online Research Methodology Workshop in Social Science



Organised by
Department of Management Studies, NIT Trichy

20-24 November 2020

NIT Trichy

National Institute of Technology, Trichy, is a premier Technical Education Institution which offers courses on Engineering and Technology, Management Architecture and Social Sciences. NIT Trichy is ranked first among all NITs across the nation and secured 9th position in Engineering in the India Rankings 2020 released by NIRF, Government of India.

Management Studies

The Department of Management Studies, which was started in 1978, is one of the oldest, well known and best-rated B-Schools in India. It aims at developing managers and entrepreneurs of essence and excellence through a comprehensive curriculum. The department has produced world-class Corporate Leaders, Managers and Entrepreneurs since its inception.

Programme Objectives

- 1.To understand and apply the latest data analytics tools and techniques in Social Science Research.
- 2.To provide a hands-on exposure on data analysis software programs.
- 3.To provide a platform for faculty and scholars to lead in quality research publications.

Programme modules

- ☑ Introduction to Data Analytics
- ☑ Research Design - Sampling methods
- ☑ Descriptive and Inferential Statistics
- ☑ Hypothesis formulation and Testing - ANOVA
- ☑ Supervised Learning (Correlation and Regression)
- ☑ Unsupervised learning (Factor analysis, Cluster Analysis, Association Rules)
- ☑ Non-parametric analysis
- ☑ Structural Equation Modeling
- ☑ Predictive Analytics
- ☑ Literature Review and Model development
- ☑ Role of Research in new knowledge creation
- ☑ High Quality Research publication.

Resource Persons

Dr. P. Saravanan, Professor, IIM, Trichy.
Dr. M. Kannadhasan, Professor, IIM, Raipur.
Dr. R. Kasilingam, Professor, Management Studies, Pondicherry Central University.
Dr. Hemalatha Chandrashekhar, Associate Professor, IFMR - Graduate School of Business, Krea University, Sri City, Andhra Pradesh.
Dr. J. Jagatheesh Jayanand
Vice President, Learning and Knowledge Management, Accenture Ltd, Bangalore.
Dr. C. Gangatharan, (Ph.d-IISc, Bangalore), Assistant Professor, VIT, Vellore.
Dr. Shibulal A.L, Associate Professor and Head, Mohandas Institute of Management Thiruvananthapuram.
Dr. Janarthanan Balakrishnan, Management Studies, Assistant Professor, NIT Trichy.
Dr. Muruganantham Ganesan, Management Studies, Associate Professor, NIT Trichy.

Target Audience

Faculty and Research Scholars from Management and Social Science disciplines.

Procedure to apply

Five days online Research Methodology workshop in Social Science will be conducted from 20th to 24th November 2020. Registration fees: Rs 1900/- (Including GST) to be paid through SBI - I Collect. Interested candidates are requested to send a mail to the co-coordinator to get the link for registration and payment of fees. Registration will be closed after reaching the 50 participants on a first come first serve basis. Please apply at the earliest.

Course Co-ordinator

Dr. G. MURUGANANTHAM
Associate Professor
Department of Management Studies
National Institute of Technology
Tiruchirappalli - 620015.
98 651 751 35, marcon@nitt.edu.

