



THIAGARAJAR
SCHOOL OF MANAGEMENT
(Autonomous)
Madurai, Tamil Nadu
Accredited by NAAC with 'A' Grade

KARUMUTHU
T.MANICKAVASAGAM CHETTIAR
BUILDING



FACULTY DEVELOPMENT PROGRAMME

FIVE DAYS

WORKSHOP ON RESEARCH METHODOLOGY, DATA ANALYSIS AND CASE WRITING



7th - 11th March 2022



**Research
Methodology
(2 Days)**






**Data Analysis Using
SMART PLS
(2 Days)**



**Case Writing
Workshop
(1 Day)**

RESEARCH METHODOLOGY

KEY TAKE AWAYS

-  Develop capacity to write thesis / research paper
-  Identifying research idea / topic
-  Hands - on training to develop a paper
(focus on INTRODUCTION and LITERATURE REVIEW writing)

Plan Day 1

- Publishing in good journals.
The Why? Do's? and Don't's?
- Sharing Participant's research ideas.
- Finding unique proposition in research papers.
- Writing an Introduction
How to Write it? What to focus on?

- Drafting Literature Review
- Writing Methodology
- Writing Analysis and Findings and Conclusion Section
- Finding the Right Journal to submit

Plan Day 2



7th - 8th March 2022



Rs. 2000

DATA ANALYSIS - SMART PLS

KEY TAKE AWAYS

This workshop introduces participants to the state-of-the-art of partial least squares structural equation modeling (PLS-SEM) using the SmartPLS 3 software. The instructors will make use of several examples, exercises and provide hands-on training with SmartPLS software. This course has been designed to familiarize participants with the potentials of using the multivariate analysis method PLS-SEM in their research.

Plan Day 3 Smart PLS

- ✓ Developing research idea and survey tool
- ✓ CB-SEM (AMOS) vs. PLS-SEM - When to use PLS-SEM?
- ✓ Preparing data for SEM analysis - testing reliability, validity, and normality conditions
- ✓ Confirmatory factor analysis using PLS-SEM

- ✓ Result discussion - Model fit, Measurement and Structural results
- ✓ Higher order and Hierarchical component models
- ✓ Mediation and Moderation - Using SmartPLS

Plan Day 4 SEM with PLS



9th - 10th March 2022



Rs. 2000

CASE WRITING WORKSHOP

KEY TAKE AWAYS

The workshop has been designed primarily for faculty and research scholars working in universities, reputed business schools, arts and science colleges and other institutions.

- ✓ How to start writing a case
- ✓ How to publish a case

PEDAGOGY

- ✓ Interactive Sessions
- ✓ Case Studies
- ✓ Hands on Training
- ✓ Discussion on Real time research data
- ✓ Doubt Clearing Sessions

Plan Day 5

PROGRAM MODE



Phigital (Online and Offline)

5.00 PM to 7.00 PM



11th March 2022



Rs. 1000

RESOURCE PERSONS



Dr. Murali Sambasivan
Professor, Director

Prof. Dr. Murali Sambasivan is an erudite scholar, skilled professional, and expert educator he is a CPIM (Certified in Production and Inventory Management), from APICS, USA. This immensely talented academicians has a rich experience as an educator. For more than two decades, he taught PhD, post-grad, and graduate students in Malaysian universities, his subjects being Quantitative Techniques, statistics, and Operations Management. An unassuming gentleman, Dr. Sambasivan has published several texts that are used by students as guides to learn their subjects like statistics and decision analysis; this is in addition to the innumerable research papers he has published as he conducted research in wide ranging subjects.



Dr. Manjula Nagarajan
Associate Professor,
Chairperson Admissions

Dr. Manjula has been an educator for over two decades. This vibrant and energetic personality is also a soft skills trainer, regularly conducting classes at TSM for the Department of Posts and the Headmasters of Rashtriya Madhyamik Shiksha Abhiyan. Her special focus being Product and Brand Management, consumer behaviour and Rural Marketing, She was appointed the Dean of the MBA Program during 2013-2016. Since 2016 is the Chairperson of Admissions. She is a regular speaker in various industrial forums like CII, Chamber of Commerce, Young Entrepreneur School, and MADITSSIA. She has attended numerous conferences and workshops all over South India, having presented her papers in them.



Dr. Wajahat Azmi
Assistant Professor

Dr. Wajahat has several years of consulting, research and teaching experience. Previously, he has served as a Senior Consultant with the Deloitte Middle East. Prior to joining Deloitte, he was attached as a Research Fellow with INCEIF (institution established by Central Bank of Malaysia). His main area of research is banking and finance, Islamic finance, sustainable finance etc. His work has appeared in several reputed journals such as Journal of International Financial Markets, Institutions & Money, Economic Modelling, Accounting and Finance, International Review of Economics & Finance, Global Finance Journal, Pacific-Basin Finance Journal etc.



Dr. Ramesh Kumar J
Assistant Professor

Ramesh Kumar is a passionate teacher with more than nine years of academic experience and five years of industry experience. Basically, a mechanical engineer, he got his doctorate from Madurai Kamaraj of University in Brand Management after completing MBA from the same university. His research interests include consumer behavior, subsistence marketplaces, and brand management. A prolific researcher, he has published research articles in Scopus indexed, and ABDC ranked journals, including journals like Corporate Social Responsibility and Environmental Management and Young Consumers. He has received the most downloaded paper award and the most cited paper award from Wiley Publishers. He has been a resource person for various seminars and workshops.



Dr. Nataraj B
Assistant Professor,
Chairperson MDP

A PhD from Bharatiya University, Dr. Nataraj has more than a decade of teaching and industry experience. This multi-talented academicians is not only a reputed professional in business analytics, data science and management research, and is well versed with numerous computer languages and software. He joined TSM after brief stint as an educator in Great Lakes Institute of Management, Chennai. His favorite areas of research are Relationship Quality, Customer Relationship Management, Predictive Analytics and Sustainability. Dynamic and prolific, Dr. Nataraj has published 23 articles in reputed journals. And has been invited to speak in numerous conferences all over the country. At TSM, he teaches Business Analytics, Internet of Things and Machine Learning, Deep Learning and Artificial Intelligence, and Customer Relationship Management.



Dr. Sivapragasam P
Assistant Professor

Dr. P. Sivapragasam is a multi-faceted, versatile, and experienced educator who has specialized in human resource management and industrial social work. He has received education at some of the most prestigious institutions in South India, and he obtained his doctorate from the Department of Management Studies, Pondicherry University. Armed with an MSW from the prestigious Madras School of Social Work as the best outgoing student. Dr. Sivapragasam has an impressive list of publications in refereed journals, and has also co-authored books with other experts. He has been extremely active in both organizing and participating in conferences and workshops at the national level, presenting papers in over a dozen events. He won several best paper award in international conference.

PROGRAM FEE

DAY	TOPIC	FEES
1	RESEARCH METHODOLOGY	Rs. 2000
2	DATA ANALYSIS	Rs. 2000
3	CASE WRITING	Rs. 1000



Combo offer Rs.3500 (if registered for all 3 events.)

*Accommodation will be provided at a nominal fee

Click here to Pay through SBI connect:

<https://www.onlinesbi.com/sbicollect/icollecthome.htm>



(or) Through Google Pay : 8667492967

HOW TO ENROLL


Interested Faculty Members/ Research scholars/ Students shall register through the link given below.

<https://forms.gle/eZiPaiJZ6xEWT4o69>




FOR MORE DETAILS

Ms. Sumathi -Executive Assistant

 63692 81575

 mdp@tsm.ac.in

Dr. Ramesh Kumar - Faculty Co-ordinator

 86674 92967

 www.tsm.ac.in