



Organized by
Sai RAM INSTITUTE OF MANAGEMENT STUDIES

Sai RAM ENGINEERING COLLEGE
An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC 'A+' | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

and
Sai RAM INSTITUTE OF TECHNOLOGY
An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
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Confederation of Indian Industry

NATIONAL LEVEL WORKSHOP ON RESEARCH METHODOLOGY

29th May 2021, Saturday



ABOUT SIMS

SIMS was established with the motto of “Prosperity through Innovative Management” by the Founder Chairman Shri. MJF Ln. Leo Muthu. SIMS is one of the renowned B-Schools in Tamil Nadu. It started as the Department of Management under the Sri Sairam Engineering College in the year 1998 to cater to the growing need for management graduates across the country. SIMS gained the status of autonomous institution which offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamil Nadu. SIMS is accredited with A+ grade by NAAC and NBA.

The department is well equipped with modern facilities such as syndicate room, seminar hall, computer centre, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it has been rated with prestigious A3 League by Business Standard during 2021, also categorized as Top Private Institute by Times B-School Survey 2021, Business Today India's Best B-School survey rated SIMS among Top 150 B-Schools, Career 360 Magazine has rated SIMS as one of the Top 100 B-Schools in India for 2019. SIMS is collaborated with reputed international universities viz., Universiti of Teknologi, Petronas, Management Science University, University of Malaya, University of Jaffna, Eastern University of Srilanka on academic development activities. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, conduct Workshops

and International Student Exchange programs.

ABOUT THE PROGRAMME

Initiation of a research idea to the ultimate culmination in publication there are many segments; initiation of a research idea, thorough literature search, formulation of a research question, proper study design, possible source of funding, conduction of research, analysis of data obtained, proper interpretation of results and publication in a peer-reviewed journal. For those who are involved in conduction of research, it is mandatory that they perform the research well to curtail wastage of time and money. They are also expected to publish it later in a peer-reviewed journal so that the research can be presented to the world without any ambiguity. The purpose of the seminar is to introduce students to the most important conceptual approaches of research as well as to explore and formulate the theoretical framework for the analysis of the topic that is examined in the context of their Postgraduate project report. Emphasis is also given to the basic methodological approach and the use of the most appropriate research methods and tools to carry out their research projects.

LEARNING OBJECTIVES

- To formulate the research problem
- To develop suitable Research Methods & Data Analytical Tools
- To draw better conclusion from the analysis
- To write a good Research Paper

EXPECTED OUTCOMES

The workshop will enable participants acquaint themselves with the dynamic trends in Research Methodology & will enable them to learn new techniques for designing their research projects and papers and the usage of advanced methods for Data Collection & Data Analysis.

PROGRAMME CONTENTS

- Objectives, Scope and Rationale of Research
- Problem Identification
- Literature Review & referencing
- Objective & Hypothesis Formation
- Research & Sampling Design
- Data Collection Methods
- Data Analysis
- Preparation and presentation of Research Report.

FOR WHOM

Final year MBA students

RESOURCE PERSONS:



Dr. Karthikeyan Parthasarathy

*Associate Professor, School of Management Studies
Kongu Engineering College, Erode.*

He has a work experience of 18 years. He has so far produced 13 Ph.D, and 18 M.Phil and nearly 100 MBA Students projects. He has published 150 research papers (35 Articles in Scopus/SCI/SSCI/ABDC/ICI List) in the reputed National and International Journals and published 30 articles in ISBN edited Book/Proceedings. He has authored 13 books in the areas of Finance and Management. He has also participated and presented more than 100 papers in various National and International Seminars / Conferences / Symposia. He has delivered more than 100 visiting lecturer to the Various Colleges/universities and acted as a resource person/ chaired session for more than 75 various National/International Conferences, workshops and FDPs. He received various awards for his research contributions. He visited Thailand, Srilanka, Malaysia, Singapore, Nepal and Indonesia for his academic and research work.



Dr. C. R. Senthilnathan

*Associate Professor, Department of Management Studies
Sri Sairam Institute of Technology, Chennai,*

He is an academician with 10 years of teaching experience and 22 years of industrial and research experience. Graduation in mathematics and mechanical engineering and post graduation in Econometrics and Business Administration has completed his doctoral programme in the field of behavioral economics and customer relationship. He has published research articles in Scopus indexed and other peer reviewed reputed journals and also presented research papers in international conferences. He holds certifications in Business Analytics, Consumer behavior, Data Analytics, Supply chain analytics, Economics of health care and Diploma in Machine Learning.



CONVENER

Dr. K. MARAN

Professor and Director

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