

NATIONAL LEVEL WORKSHOP ON RESEARCH METHODOLOGY

5th June , 2024 - Venue : VRR HALL



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Sri SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

ABOUT US

SIMS was established with the motto of "Prosperity through Innovative Management" by founder Chairman Shri. MJF Ln. Leo Muthu. It offers the post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, 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 was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B- School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category. We engage our students in various societal development activities to provide them the overall exposure to world of regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT WORKSHOP

Research methodology is the structured framework that guides the entire research process. It encompasses the systematic planning, execution, and analysis of data to address a specific research question or problem. The methodology typically begins with selecting an appropriate research design, data collection methods, and analysis techniques. Whether qualitative, quantitative, or mixed methods, the chosen methodology should align with the research objectives, reliable and valid results. Additionally, ethical considerations, sampling techniques, and data interpretation play integral roles in ensuring the rigor and credibility of the research findings. Overall, research methodology serves as the roadmap for researchers to navigate the complexities of their investigations and derive meaningful insights.

OBJECTIVE

- Clearly state and justify the chosen research approach (methods). Quantitative, or mixed Describe the data collection techniques (e.g., surveys, interviews) and their relevance to the study. Outline participant selection methods (e.g., random sampling) and the rationale behind the choice. Detail data analysis procedures (e.g., statistical tests, thematic analysis) and their suitability for the research questions. Discuss measures taken to ensure validity and reliability, such as validation checks and reliability tests.

RESOURCE PERSONS

Forenoon Session

Dr. S.DINESH KUMAR
Associate Professor
Sri Sairam Institute of Management Studies,
Chennai.



Afternoon Session

Dr. R. GANESH KUMAR
Assistant Professor
Sri Sairam Institute of Management Studies,
Chennai.



WHO WHOM?

Exclusively for MBA Students and Scholars

Registration Fee: 500/- Per Participants

Convenor

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