

One Week Faculty Development Program (Hybrid Mode) **ADVANCED RESEARCH METHODOLOGY FOR SOCIAL SCIENCE RESEARCH** ———— 27.05.2024 to 01.06.2024 ————



Associate Partners



Confederation of Indian Industry



Sri SAI RAM INSTITUTE OF MANAGEMENT STUDIES
Sri SAI RAM ENGINEERING COLLEGE

*An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | BIS/EOMS ISO 21001 : 2018 and BVQI 9001 : 2015 Certified and NIRF ranked institution*

Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.

www.sairamgroup.in



ABOUT SIMS

The institute was established with the motto of “Prosperity through Innovative Management” by the Founder Chairman Shri. MJF Ln. Leo Muthu in the year 1998 to cater to the growing need for management graduates across the country. It is one of the renowned B-Schools in Tamil Nadu. The institution 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. The institution is accredited with A+ grade by NAAC and NBA. The institute has participated in NIRF ranking for the past four years. AICTE-CII survey has rated our Institution with Platinum category for the past Seven years. Also institute has bagged more than 100 university ranks and two GOLD Medals.

The Institute is well equipped with modern facilities such as syndicate room, seminar hall, computer centre, 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 our institute among Top 150 B-Schools, Career 360 Magazine has rated our institution as one of the Top 100 B-Schools in India for 2019. Our institution is collaborated with reputed international universities viz., Universiti of Teknologi Petronas, Management Science University, University of Malaya, University of Jaffna, and 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. Faculty members are regularly participating in national and international events and visit many foreign Universities for international academic exposure. The institute also publish three Management Peer reviewed Journals for in-house and other institute scholars and faculty members.

ABOUT THE PROGRAMME

The Faculty Development Program (FDP) on research methodology using SPSS, R, and Power BI for social science aims to equip participants with essential skills to conduct rigorous and insightful research in diverse social science domains. In the realm of social sciences, robust research methodology is pivotal for generating insightful findings and driving evidence-based decision-making. This program recognizes the increasing demand for researchers proficient in advanced statistical analysis and data visualization tools. By leveraging the capabilities of SPSS, R, and Power BI, participants will gain practical knowledge in data management, statistical techniques, and interactive visualization methods tailored to the complexities of social science research. The FDP provides a comprehensive learning experience, catering to participants at various stages of their academic and professional careers. Through a combination of lectures, hands-on workshops, and case studies, participants will develop the expertise needed to navigate complex datasets, analyze research findings effectively, and communicate results in a compelling manner. This FDP serves as a vital platform for fostering methodological excellence and advancing research practices in the dynamic landscape of social science inquiry.

TARGETED AUDIENCE

This FDP is organized for the faculty members and research scholars to enhance the quality of research in Social Sciences, Humanities, Commerce and Management and interdisciplinary subject areas. The programme concentrates on the methodology of research, along with data analysis using SPSS, R, Power BI, etc., and guidelines for the publication of research. It aims to cover topics from identification of the research problem, review of literature, quantitative, qualitative, and mixed methodologies to ethical practices in writing and publication.

PROGRAM OBJECTIVES

- To familiarize participants with the fundamentals of research methodology in social science.
- To impart practical training on utilizing SPSS, R, and Power BI for data analysis and visualization.
- To enhance participants' proficiency in statistical techniques relevant to social science research.
- To enable participants to interpret and communicate research findings effectively through data visualization.
- To facilitate hands-on learning through case studies and practical exercises.

PROGRAM OUTCOMES

Upon completion of the FDP, participants will have acquired a comprehensive understanding of research methodology in social science and gained proficiency in utilizing SPSS, R, and Power BI for data analysis and visualization. They will be equipped with the skills necessary to undertake rigorous research studies, analyze complex datasets, and communicate findings effectively through compelling data visualization. The FDP on research methodology utilizing SPSS, R, and Power BI represents a significant opportunity for social science researchers to enhance their methodological skills and stay abreast of advancements in data analysis and visualization. By equipping participants with practical skills and knowledge, this program aims to empower researchers to conduct high-quality research studies that contribute meaningfully to the field of social science.

TOPICS TO BE COVERED

- Introduction to Research Methodology
- Introduction to Statistical Analysis with SPSS
- Advanced Statistical Analysis with R
- Research Instrument Framing
- Parametric and Non Parametric Analysis using SPSS
- Bivariate Analysis Using the SPSS Software
- Multivariate Analysis Using R
- Multivariate Time series Models
- Bibliometric Analysis and Meta Analysis
- Citations and Reference using Mendely

REGISTRATION FEES

- Registration Fee : INR 500
- Registration Link : <https://forms.gle/tpLyakunU4wWLn69A>





CONVENER

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