



# ALAGAPPA UNIVERSITY

(A State University Established in 1985 Karaikudi - 630 003)



## TEN-DAY WORKSHOP ON RESEARCH METHODOLOGY AND DATA ANALYSIS

From -19.02.2021 To - 28.02.2021

Sponsored by



**THE INDIAN COUNCIL OF  
SOCIAL SCIENCE RESEARCH (ICSSR)**

Organized by



**DEPARTMENT OF  
INTERNATIONAL BUSINESS**

Under the Presidentship of



Hony. Col. **Prof. N. RAJENDRAN**  
Vice-Chancellor  
Alagappa University, Karaikudi.

**ELIGIBILITY CRITERIA :** The participants should have enrolled for M .Phil/Ph.D./PDF in a UGC recognized university/deemed/ university/ colleges/institutes of national importance and ICSSR Research Institutes. Their application should duly be forwarded by the affiliating Institution to us. Faculty members are not eligible (since, ICSSR is sponsoring programmes especially for faculty members under Capacity Building Programme).

**HOW TO APPLY :** Interested candidates may send their duly filled in registration form to the course director on or before 05th February 2021. Registration form and brochure can be downloaded from the university website <https://www.alagappauniversity.ac.in>. The candidates may send the scanned copies of registration form and other documents by [Email : intlb@alagappauniversity.ac.in](mailto:intlb@alagappauniversity.ac.in) followed by a hard copy. The duly filled in registration form forwarded by supervisor and Head of the Department/ Institute be accompanied

- ◆ One page bio-data of the candidate along with academic certificates. ◆ Ph.D registration certificate.
- ◆ Research Proposal ◆ Attested copy of Caste/Community certificate.

=====**NO REGISTRATION FEE**=====

**CERTIFICATE OF PARTICIPATION :** The participants will be provided with a certificate on successful completion of the Workshop. It is mandatory for all participants to attend all the classes/sessions and submit assignments whenever needed.

### IMPORTANT DATES

Last Date for the receipt of Application : 05<sup>th</sup> Feb, 2021  
 Intimation to the selected participants : 08<sup>th</sup> Feb, 2021  
 Workshop Dates : 19<sup>th</sup> Feb – 28<sup>th</sup> Feb, 2021

**Course Director**  
**Dr. A. MUTHUSAMY**  
Professor & Head  
Department of International Business

**Course Co-Director**  
**Dr. S. PRASAD**  
Assistant Professor  
Department of International Business

**Registrar i/c**  
**Dr. B. Vasecharan**  
Alagappa University

“Research is creating new Knowledge” -Neil Armstrong

**ABOUT THE ALAGAPPA UNIVERSITY:** The Alagappa University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr RM. Alagappa Chettiar during the 1950s. Alagappa University was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985. Alagappa University has won many accolades including A + Grade by NAAC with a score of 3.64 out of 4.0 points and category I University and was granted autonomy by the MHRD. With the NIRF Rank of 36 and QS World University India Rank of 24 and Asia Rank of 199, the University has carved a niche for itself in the Academic map of the nation. The University is having International Collaborations with Universities / Institutions of Higher Learning in countries like U.S.A, UK, Australia, Singapore, China, Malaysia and South Korea. Now, Alagappa University is becoming a key attraction for Academicians and researchers worldwide under the University's ample administration.

**ABOUT THE DEPARTMENT OF INTERNATIONAL BUSINESS :** The Department of International Business is a pioneer department in India which started MBA (International Business) in 1996. Post globalization laid the foundation for Management in International Business to trigger management professionals catering to manage global corporations. The Department of International Business is currently encompassing and promulgating the fathom of global nature of business activities; which still spares as quibbling component and disdains from business education. Sustainable management is taught and practiced here so that the students can get exposed to Innovation, Intelligence and International market. The Department of IB currently offers MBA (IB) and Ph.D with specialization in International Business. Also, recently it started Post Doctoral programme in the year 2019. Being a prominent part of Alagappa University, the motto "Excellence in Action" is not only limited to academic pedagogy but also helps in shaping our graduates as well as societal lives by imparting the importance of Business Ethics, Global Entrepreneurship, Quality curricula in international Business with new global niches and nuances through a mix of appropriate pedagogical avenues which can endure excellence for longevity.

**KEY HIGHLIGHTS OF THE PROGRAMME :** Research in general helps in building knowledge and facilitate learning which allows us to disprove lies and support truths. It also augments the skills of an individual in terms of reading, writing, analyzing and reporting meaningful inputs to the society. The keylights of the Research Methodology Course (RMC) includes the following:

- Hands-on sessions for statistical, mathematical and econometric models using SPSS/AMOS/Eviews/MS Excel.
- The lectures and presentations of renowned experts from various institutes on report writing and publication.
- The networking sessions for participants.

#### OBJECTIVES OF THE RMC

- ▶ To understand the basics of Social Science research, define the research problem and develop a suitable methodology for addressing the challenges persist in Social Science research.
- ▶ To assist participants in finding research gap, developing hypotheses, application and implication of methods, research material and related training with the help of scientific tools.
- ▶ To reap maximum benefits through hands-on sessions.
- ▶ To infuse participants with comprehensive research learning, statistical analysis and report writing.
- ▶ To make participant self-reliant for analysis using SPSS/AMOS/Eviews/MS Excel.
- ▶ To help them understand the significance of publishing quality research paper in SCOPUS, CARE List and high impact factor journals.

#### OUTCOMES OF THE RMC

- ▶ The researcher will be able to better understand the practical problems he/she faces while doing the research.
- ▶ The participants will be able to frame a good methodology which is effective for their study.
- ▶ The participants will be able to use the statistical and econometric models with better understanding and accuracy.
- ▶ The participants will also be wellversed in the software's such as SPSS/AMOS/Eviews/MS Excel.
- ▶ The participants can also identify quality journals and the process involved in publishing quality papers in the above said top notch journals.
- ▶ The participants will also be able to understand the technicalities behind citation metrics and H index.

#### SCRUTINIZING COMMITTEE FOR SHORTLISTING CANDIDATES:

1. **Dr. TR. Gurumoorthy**, Senior Professor & Head, Department of Commerce.
2. **Dr. S.Rajamohan**, Senior Professor & Director i/c, Alagappa Institute of Management.
3. **Dr.A. Morarji**, Professor, Department of Corporate Secretaryship.

**Contact Details :** 1. Dr.A.Muthusamy - Course Director (RMC) Mob : 9042736251 / 8610867952

2. Dr. S.Prasad - Course Co-Director (RMC) Mob : 9790592686 / 6383499380

*Email : intlb@alagappauniversity.ac.in*

"I believe in innovation and that the way you get innovation is in you fund research and you learn the basic facts"

-Bill Gates



**Ten-Day Workshop on Research Methodology and Data Analysis**  
(M.Phil/Ph.D/PDF Scholars in Social Sciences)

Sponsored by  
**Indian Council of Social Sciences Research (ICSSR), New Delhi**



Organized by

**Department of International Business**  
**Alagappa University,**  
**Karaikudi, Tamil Nadu**  
**(February 19-28, 2021)**

**APPLICATION FORM**

1. Full Name (in block letters): \_\_\_\_\_
  2. Gender (Male/Female): \_\_\_\_\_ 3. Date of Birth: \_\_\_\_\_
  4. Category (Gen/OBC/SC/ST): \_\_\_\_\_
  5. Program enrolled in (M. Phil/Ph. D/PDF): \_\_\_\_\_
  6. Date with year of Registration: \_\_\_\_\_
  7. Topic of Research: \_\_\_\_\_
  8. Post Graduation with Subject: \_\_\_\_\_
  9. Present Status of Research Work (Preparing Synopsis/Literature Review/Pilot Survey/Analyzing Data/ Writing Thesis): \_\_\_\_\_
  10. Name of the University/College/Institute/: \_\_\_\_\_
  11. Address for Correspondence: \_\_\_\_\_
  12. Mobile No.: \_\_\_\_\_ 13. Email: \_\_\_\_\_
  14. Accommodation Required (Yes/No): \_\_\_\_\_
  15. Whether earlier attended ICSSR sponsored/Similar Course? (Yes/ No) \_\_\_\_\_
- If yes, specify Date, Duration and Place \_\_\_\_\_

Affix  
Photograph  
Here

I, hereby submit my application form along with the brief synopsis of the under taken research proposal (1000 words), Self-attested copy of the caste of ST/SC/OBC/Disability certificate (if applicable) and duly forwarded M.Phil/Ph.D/PDF Registration letter.

**Date:**  
**Place:**  
**Recommended By**

**Signature of the Applicant**  
**Forwarded By**

**Research Supervisor**  
**(Signature and seal)**

**Principal/Dean/HoD**  
**(Signature and seal)**