

**FACULTY
DEVELOPMENT
PROGRAM ON**

**CONTEMPORARY TECHNIQUES FOR
RESEARCH & PUBLICATIONS**



SCHOOL OF MANAGEMENT
(SRI SIVASUBRAMANIYA NADAR COLLEGE OF ENGINEERING)
Rajiv Gandhi Salai, Kalavakkam, Chennai-603110
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IN PARTNERSHIP WITH



 **10.08.2023 TO 14.08.2023**

About the Institution

SSN School of Management (SoM) is a new generation B-School established with the mission and vision of imparting high-quality education to the Management students. The Institution has been founded by Dr. Shiv Nadar, Founder and Chairman Emeritus - HCL Technologies Ltd., a pioneer in the field of Information Technology in India. The school was born out of Dr. Shiv Nadar's ardent desire to give back something significant to the society that nurtured him. The Institution reflects the ideals of its founder and seeks to achieve excellence in education. Located in a 250-acre idyllic campus on the Old Mahabalipuram Road, the IT Corridor of Chennai, SSN SoM is a constituent of the SSN College of Engineering (SSNCE) an Autonomous Institution, affiliated to Anna University, Chennai, and has the approval of All India Council for Technical Education (AICTE), New Delhi. The school is accredited A++ by NAAC and certified with ISO 9001:2000. The MBA program is accredited by the National Board of Accreditation (NBA).

Within a short span of time, the Institution has made rapid strides towards establishing its programs, with wide acceptance from industry. As an Institution committed to excellence in education, we are the first choice for students aspiring to do MBA and for industry to rely on good quality graduates.

Objectives

The objective of the FDP is to foster the growth and proficiency of faculty members and research scholars in qualitative and quantitative research methods. By doing so, the program seeks to empower them in generating impactful research publications. Furthermore, the FDP will actively encourage faculty members involved in research to adopt an integrative approach that combines both qualitative and quantitative methodologies, thereby bolstering their research capabilities significantly.

Key Features

- **Emphasis on mixed methods**
- **Building Theories**
- **Hands-on Experience**
- **Networking with your domain counterparts**



Who should attend?

This workshop is designed for individuals who are interested in enhancing their research skills and knowledge in both quantitative and qualitative research methods. Regardless of the participants' current level of expertise in research, this workshop aims to cater to a diverse audience and provide valuable insights, practical techniques, and hands-on training in both quantitative and qualitative research methodologies.

Accommodation for outstation candidates is available on campus on nominal charges.

FOR MORE INFORMATION

PLEASE CONTACT:

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 9597159652

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Benefits of Attending

- **Enhance your Pedagogical skills**
- **Insights of quality research publications**
- **Expanding your professional network**

Who will benefit

- **Faculty member/Research scholars from Social science background**
- **Professionals from Industry**

Resource Persons

Dr. Harindranath RM,
Professor,
SRM IST College of Management,
Vadapalani, Chennai

Dr. Madhanrajan Udayanan
Assistant Professor,
St. Joseph's College of Engineering,
OMR, Chennai

Dr. Vijayalaya Srinivas Thiagarajan,
Assistant Professor,
Christ University

Dr. P. Theerthaana,
Assistant Professor,
SSN School of Management

Dr. Kirubaharan B
Assistant Professor,
SSN School of Management

Dr. E.S. Sriji
Assistant Professor,
SSN School of Management

Topics to be covered

Qualitative Techniques - NVivo Core Skills

- Philosophical Roots of Research
- Significance of Qualitative Research
- Using NVivo for Qualitative Data Analysis: Import, Organize, and Explore

Quantitative Techniques – SmartPLS and IBM AMOS

- Mediation Analysis
- Moderation Analysis
- Multi-group Analysis
- Confirmatory Factor Analysis (CFA)
- Structural Equation Modelling SEM
- Nuances of Publications in FT 50/ A*/A
- Theory Building
- Heuristics of writing
- Identifying the Research Gap
- Systematic Literature Review (SLR)

"Participants will get hands-on experience working on SmartPLS 4 software along with a free professional license key worth 48 Euros (Valid till 31 Oct 2023)"

Registration

- **Faculty Members and Business Executives - Rs.4000 +GST**
- **Ph.D Scholars/ Fellows - Rs.3000 +GST**
- **Master's Students – Rs. 1500 +GST**

[Click on the link for payment.](#)

 <https://rzp.io/I/CTMRP>

Coordinators

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