



**VINAYAKA MISSION'S
RESEARCH FOUNDATION**

(Deemed to be University under section 3 of the UGC Act 1956)



**VINAYAKA MISSION'S
KIRUPANANDA VARIYAR
ENGINEERING COLLEGE**

VINAYAKA MISSION'S KIRUPANANDA VARIYAR ENGINEERING COLLEGE

**A Constituent College of Vinayaka Mission's Research Foundation
(Deemed to be University under section 3 of the UGC Act 1956)**

NH – 47, SankariMain Road, PeriyaSeeragapadi, Salem – 636 308. Tamil Nadu.

DEPARTMENT OF MANAGEMENT STUDIES

The Management, Principal and Vinayaka Mission's Kirupananda Variyar Engineering College

Cordially invite you for the

“NATIONAL WORKSHOP ON RESEARCH METHODOLOGY FOR SOCIAL SCIENCES”

On 05th December 2019 Time: 9.15 AM @ A/C Auditorium, VMKVEC

With Heavenly Blessings of

Dr. A. SHANMUGASUNDRAM

Founder Chancellor, Vinayaka Mission's Research Foundation (Deemed to be University), Salem.

With the Benevolence of

Mrs. ANNAPOORNI SHANMUGASUNDRAM

Trustee, Vinayaka Mission's Research Foundation, Salem.

In the Honourable Presence of

Hon'ble Dato' Sri. Dr. S.SHARAVANAN

Pro-Chancellor, (VMRF-DU), Salem

Hon'ble Dr.A.S. GANESAN

Chancellor, (VMRF-DU), Salem

In the August Presence of

Prof. Dr .P.K. SUDHIR

Vice Chancellor, VMRF (DU)

Prof. Dr. P.S.MANOCHARAN

Pro- Vice Chancellor, VMRF (DU)

Prof.Dr.B.JAYKAR

Registrar, VMRF (DU)

Dr. J. SABARINATHAN

Director (Academics), VMRF (DU)

Prof. Dr. A. NAGAPPAN

**Principal, VMKVEC, Salem
Will Preside over the Function**

Resource Persons

Dr. V. KRISHNAMOORTHY

Associate Professor, Kongu Engineering College.

Dr. M. UMASANKAR

Associate Professor, Kongu Engineering College.

Dr. P.MARISHKUMAR

**Asso. Prof. / MBA
Organising Secretary**

Prof. Dr. C.S. RAMANIGOPAL

**Professor & Head/ MBA
Convenor**

SCHEDULE OF WORKSHOP

Time	Session	Contents
9.00 To 9.15 AM	Registration	
9.15 To 9.20 AM	Welcome Address	Dr. C. S. Ramanigopal, Professor & Head/ MBA
9.20 AM to 9.30 AM	Presidential Address	Dr. A. Nagappan, Principal, VMKVEC, Salem
9.30 To 11.15 AM	Session I: Introduction	Introduction of Social Science Research Formulation of Research Problem Type of Research Design Qualitative Vs. Quantitative Research Descriptive Vs. Analytical Research Primary Data Vs. Secondary Data & related
11.15 AM To 11.30 AM	Tea Break	
11.30 AM To 12.45 PM	Session II Sample Design and Review of Literature	Writing a Review of Literature Data Collection Tools and Techniques Sample Design Measurement and Scaling Questionnaire Design & related
12.45 PM To 1.30 PM	Lunch Break	
1.30 PM To 3.00 PM	Session III Analysis and Interpretation	Descriptive Statistics Probability and Non-Probability Distribution Testing of Hypothesis (Parametric) Testing of Hypothesis (Non-Parametric) Analysis of Variance (ANOVA) Correlation and Regression & related
3.00 PM To 3.15 PM	Tea Break	
3.15 PM To 4.45 PM	Session IV Report Writing	Plagiarism/ethics in Research Writing an academic research paper / report Referencing Style in Report writing Scopus Research Publication sources Submission formalities & related
4.45 PM To 5.00 PM	Certificate Distribution	