



# ALAGAPPA UNIVERSITY

(A State University Established in 1985)

KARAIKUDI - 630 003, Tamil Nadu, India

[www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)



2017



Accredited with A+ Grade  
by NAAC (CGPA : 3.64)

2018



MHRD  
Govt. of India



UGC  
University Grants Commission

Graded as Category-1,  
Granted Autonomy

2018



MHRD  
GOVERNMENT OF INDIA

Swachh Campus  
Rank : 4

2020



(University Category)  
Rank : 36

2021



India Rank : 24  
Asia Rank: 199

## DEPARTMENT OF COMMERCE

Cordially invites you to the Two Weeks Capacity Building Programme

(From 03<sup>rd</sup> September to 14<sup>th</sup> September, 2021)

## DATA ANALYSIS AND RESEARCH METHODOLOGY IN SOCIAL SCIENCES



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

**About the University:-** Alagappa University is located at Karaikudi in Tamil Nadu is accessible from Madurai (Code : IMX) and Tiruchirappalli (Code : TRZ) airports within two hours. The 440 acre green and lush campus houses all the academic activities. This University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr. RM. Alagappa Chettiar during 1950's.

Alagappa University was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985 with the objective of fostering research, development and dissemination of knowledge in various branches of learning. Alagappa University is recognized by the University Grants Commission (UGC) of India. The University has 44 Departments, 9 Centres and 2 Constituent Colleges on its campus. 51 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University. Of which one Autonomous College and one Alagappa University Model Constituent College of Arts and Science are located in Kilakkarai and Paramakudi respectively.

The University offers education through Regular, Week-end, Distance and Collaborative modes. Through all modes of education, the University caters to the needs of the student community of around 1.12 lakhs.

As a member of the Association of Indian Universities (AIU), as well as the member of the Association of Commonwealth Universities (ACU), it has rewarding relations with other academic institutions, research laboratories and industrial establishments that promise a spectacular future

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. Innovative programmes are designed and offered at the University for the foreign students. 41 international exchange programmes attract the attention of the teachers and students from abroad.

The University's motto is "Excellence in Action" and the University keeps before it the vision of excellence in all spheres of its action.

In order to promote quality education, the MHRD has taken several initiatives and they expect the institutions to attain good position in various parameters such as (i) Accreditation by National Assessment and Accreditation Council (NAAC) with good grade, (ii) Categorization of Institutions by MHRD-UGC, (iii) Autonomy Status by MHRD-UGC, (iv) NIRF Rank within 50, (v) Rashtriya Uchchar Shiksha Abhiyan (RUSA) Grant and (vi) Institution of Eminence (IOE) Status.

Alagappa University has achieved many milestones. A few of them are as under;

- Obtained A+ Grade with CGPA of 3.64 grading by the National Assessment and Accreditation Council (NAAC). Alagappa University is the first State University in Tamil Nadu to obtain the A+ grade.
- Obtained Category-I status by the MHRD-UGC and occupies 2nd place out of 12 State Universities with Category-I Status in the Country. It is the only State University in Tamil Nadu obtained the Category-I Status.
- Obtained Autonomy status (one among 60 Institutions in the country announced by MHRD).
- Secured 36th position among Universities in National Institutional Ranking Framework (NIRF) 2020 ranking.
- Secured 24th position in QS India Ranking 2020, 222th position in QS Asia Ranking 2020.
- The University has secured 4th position in Swachhta Ranking 2018 for the cleanest Higher Educational Institutions in the Country in the category of Government Institutions.
- The University has bagged Indian Association for the Blind (IAB) Silver Zone Award for outstanding excellence and amazing contribution for the empowerment of persons with Visual Challenges.
- It is the only University in Tamil Nadu which has been sanctioned Rs.100 crores under MHRD - RUSA 2.0 Scheme.

Owing to these achievements, Alagappa University is the only State University in Tamil Nadu which fulfilled all the requirements of MHRD in the context of quality higher education.

**About the Department:-** The Alagappa University was established in 1985 with four departments. The Department of Commerce was one among the four departments. In 1995, The Department was named as Department of International Business and Commerce (IB & C) offered Master of International Business Administration in addition to M.Com, M.Phil and Ph.D Programmes.

The Department of International Business and Commerce is bifurcated into two Departments – Department of Commerce and Department of International Business with effect from the academic year 2016-17. The Department of Commerce offers M.Com, M.Phil and Ph.D programmes. The M.Com and M.Phil programmes are under Choice Based Credit System .M.Phil (SSP) is also offered in the Department of Commerce with effective from the academic year 2016-17. There are seven qualified faculty members (three Professors and four Assistant Professors), wholeheartedly involved and dedicated for the cause of academic and holistic empowerment of the students and development of the University. The UGC major Research Projects are undertaken by the faculty members of the Department. The academic performance of the students is assessed continuously during the study period by tests, seminars, group discussions, case studies, assignments and other academic exercises, in addition to end-semester examinations.

The courses of M.Com and M.Phil programmes are periodically updated and designed according to the developments in the internal and external sectors of Indian economy and global market. The students are groomed to face the challenges of the employment market and improve their employability. Co-curricular and extra-curricular activities such as Communication, skill, Personality and Leadership Development, Coaching for Competitive Examinations, Participation in NSS/ RRC/YRC activities, Sports, Cultural Events and Village Placement Programme are given due care by the Department for improving the soft skills of the students. The Department takes necessary arrangements for providing study materials (books and other printed study materials) to the students.

**About the Programme:-** Research creates a new knowledge. It contributes something to the existing body of knowledge. Research attempts to answer questions and provides solution to problems of the society. The researcher should follow a systematic process from the stage of formulation of research problem to identifying solutions for the problem and making the research work socially relevant. Pauline V.Young has defined “Social Research as a systematic method of exploring, analyzing and conceptualizing social life in order to extend, correct or verify knowledge, whether that knowledge aids in the construction of a theory or in the practice or an art”. Wallace and Wallace has defined Sociological Research as structural observation of social behavior.

The researcher is expected to identify a research problem through an extensive, wide and in-depth reading of existing literature related to his/her discipline of knowledge. The review of literature helps researcher to identify research gap. It is the foundation of base for identifying research problem. It helps to learn what is research work done so far? and what is not done? in the particular branch of knowledge. Later the researcher should raise research questions based on research gap identified. Researcher should come forward to declare and justify that I have taken this research study to answer these research study to answer these research questions in the identified domain of knowledge. The research questions serve as a base for framing objectives of the research study. The outcome of the research study depends upon the adherence of systematic research methodology in executing the research study. The researcher should apply his/her intelligence and skill in constructing research design. It explains process of execution of research study. The Researcher requires extensive discussion with fellow researchers, research supervisors and academics and training related to research methodology for designing appropriate research methodology for the identified research works. Methodology will differ one research work to another. It depends on the nature of research problem. Research design contents such as a objective of the study need and scope of the study , data and data collection methods, pretesting, pilot study, sampling method and sample size, application of statistical tools, framework of analysis , hypotheses testing, be specific, self-explanatory, appropriate and comprehensive. Research methodology is a chain that pulls the entire chariot of research. If one hint of link of chain is weak, execution is not easy. Hence research scholars are advised to attend workshop o research methodology to learn the systematic process of a research work. The research methodology workshop is designed in such a way not only to teach research methodology but also to train the research scholars to write research proposals, research articles writing and review of published research papers and research studies. Research publications raises academic and research standards and ranking of educational institutions. Ranking attracts funds for research projects

In these aspects workshop on research methodology is needed to bring out an excellent peace of literature or new knowledge to social science and guide that are socially relevant and reference materials for policy making bodies of the Government in implementing socio-economic development policies and programmes of the government

**Key Takeaways:-** Inputs, both conceptual and practical, will be provided through lectures, discussions, case analysis, group activities and software packages. The ICSSR Programme will upgrade the teaching skills of faculty members and prospective teaching fraternity. The participants will be exposed to The topics of discussion are 1. Multivariate Analysis in Social Science Research, 2. Application of SEM in Social Science Research 3. Research Problem Identification, 4. Uses of Data in Social Science Research 5. Measurement of Research, 6. Innovative Research in Digital Banking, 7. Values in Social Science Research, 8. Ethics in Social Science Research, 9. Writing and Publishing Papers in Top Class Journals 10. Significance of Review of Literature in Social Science Research, 11. Writing Research Project Proposals, 12. Selection of Sampling Methods in Social Science Research and Sample Size determination, 13. Hypothesis Testing 14. Application of Factor Analysis in Social Science Research, 15. Case Study, 16. Formulation of Research Problem in Social Science Research, 16. E-Library Training, 17. Statistical Tools in Research 18. Research Methods in Social Science Research, 19. Research Questions, 20. Data Collection Techniques

**Experts:-** The Resource Persons are drawn from IIM, Central Universities, Universities in Kerala, Andhrapradesh, Bangalore, Tamil Nadu and Alagappa University.

**Who can Apply:-** Research Scholars and Assistant Professors of UGC Recognised Indian University/Deemed University/College/Institutes of National importance and ICSSR Research Institutes.

**\* Registration Link:-** <https://forms.gle/ndVLF5tnMJwDZpc36> \*

## PROGRAMME SCHEDULE

Date & Day	SESSION I		SESSION II		SESSION III
	10.00 am to 11.30 am		11.30 am to 1.00 pm		2.00 pm to 3.30 pm
03.09.2021 Friday	Multivariate Analysis in Social Science Research	<b>T E A C H E R B R E A K</b>	Multivariate Analysis in Social Science Research	<b>L U N C H B R E A K</b>	Application of SEM in Social Science Research
04.09.2021 Saturday	Research Problem Identification		Research Problem Identification		Uses of Data in Social Science Research
05.09.2021 Sunday	Research Design Dimensions and Components		Research Design Dimensions and Components		Innovative Research in Digital Banking-I
06.09.2021 Monday	Significance of Review of Literature in Social Science Research		Significance of Review of Literature in Social Science Research		Innovative Research in Digital Banking-II
07.09.2021 Tuesday	Values in Social Science Research		Values in Social Science Research		Hypothesis Testing-I
08.09.2021 Wednesday	Ethics in Social Science Research		Ethics in Social Science Research		Writing Research Project Proposals
09.09.2021 Thursday	Selection of Sampling Methods in Social Science Research and Sample Size determination		Selection of Sampling Methods in Social Science Research and Sample Size determination		Writing and Publishing Papers in Top Class Journals
10.09.2021 Friday	Application of Factor Analysis in Social Science Research		Application of Factor Analysis in Social Science Research		Hypothesis Testing-II
11.09.2021 Saturday	Statistical Tools in Research		Statistical Tools in Research		Formulation of Research Problem in Social Science Research-I
12.09.2021 Sunday	E-Library Training		E-Library Training		Formulation of Research Problem in Social Science Research-II
13.09.2021 Monday	Case Study		Case Study		Research Methods in Social Science Research
14.09.2021 Tuesday	Research Questions		Research Questions		Data Collection Techniques

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**Organizing Committee**

- **Chief Patron** : **Dr.D.Karthikeyan IAS**  
Principal Secretary to Government  
Convener,  
Department of Higher Education  
Government of Tamil Nadu  
Vice Chancellor's Officiating Committee
- **Patron** : **Dr.R.Swaminathan**  
Member  
Vice Chancellor's Officiating Committee
- Dr.T.R.Gurumoorthy**  
Member  
Vice Chancellor's Officiating Committee
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- Dr.S.Rajamohan**  
Dean, School of Management
- **Course Director** : **Dr.T.R.Gurumoorthy**  
Senior Professor & Head
- **Co-Course Director** : **Dr.G.Vinayagamoorthi**  
Assistant Professor

**Members Organizing Committee**

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Professor

**Dr.G.Nedumaran**  
Professor

**Dr.M.Gurupandi**  
Assistant Professor

**Dr.G.Kanagavalli**  
Assistant Professor

**Dr.B.Menaka**  
Assistant Professor

**Queries & Assistance**

For queries and assistance, please contact the following organizing committee member at Office, Department of Commerce, Alagappa University;

- Dr.G.Vinayagamoorthi, Assistant Professor, Co-Course Director, Department of Commerce,  
Email ID: [vinayagamoorthig@alagappauniversity.ac.in](mailto:vinayagamoorthig@alagappauniversity.ac.in), Mobile: 97891 79320

\* **Registration Link:-** <https://forms.gle/ndVLF5tnMJwDZpc36> \*