



**ALAGAPPA UNIVERSITY**  
(A State University Established in 1985)  
KARAIKUDI - 630 003, Tamil Nadu, India  
[www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)  
**Department of Commerce**



**2017**



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

**2018**



Graded as Category-1 &  
Granted Autonomy

**2018**



Swachh Campus  
Rank : 4

**2020**



(University Category)  
Rank : 36

**2021**



India Rank : 24  
Asia Rank: 199

**ICSSR - Online Two Weeks Capacity Building Programme from 03.09.2021 to 14.09.2021**

**DATA ANALYSIS AND RESEARCH METHODOLOGY IN SOCIAL SCIENCES**

| Date/Day                             | Session I<br>10.00 am to 11.30 am   | Session II<br>11.30 am to 1.00 pm   | Session III<br>2.00 pm to 3.30 pm  |
|--------------------------------------|---|---|--|
|                                      | Topic & Resource Person   |   |  |
| <b>03.09.2021</b><br><b>Friday</b>   | <p><b>Title:</b> Multivariate Analysis in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.M.Selvam</b><br/>Vice – Chancellor<br/>Bharathidasan University<br/>Trichy – 620 024<br/><b>Mobile No:</b> 9486671606<br/><b>Email ID:</b> <a href="mailto:marudhamselvam@gmail.com">marudhamselvam@gmail.com</a><br/><b>Specialization:</b> Accountancy &amp; Taxation, Tourism</p>  | <p><b>Title:</b> Multivariate Analysis in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.M.Selvam</b><br/>Vice – Chancellor<br/>Bharathidasan University<br/>Trichy – 620 024<br/><b>Mobile No:</b> 9486671606<br/><b>Email ID:</b> <a href="mailto:marudhamselvam@gmail.com">marudhamselvam@gmail.com</a><br/><b>Specialization:</b> Accountancy &amp; Taxation, Tourism</p>  | <p><b>Title:</b> Application of SEM in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.S.Rajamohan</b><br/>Dean, School of Management<br/>Professor &amp; Director<br/>Alagappa Institute of Management,<br/>Alagappa University, Karaikudi<br/>Sivaganga, Tamil Nadu, India – 630003<br/><b>Mobile Number:</b> 9994590559<br/><b>Email Id:</b> <a href="mailto:rajamohans@alagappauniversity.ac.in">rajamohans@alagappauniversity.ac.in</a><br/><b>Specialization:</b> Accounting and Finance</p> |
| <b>04.09.2021</b><br><b>Saturday</b> | <p><b>Title:</b> Research Problem Identification<br/><b>Resource Person:</b><br/><b>Dr.V.Manickavasagam</b><br/>Former Registrar, Alagappa University<br/>Principal, Nachiappa Swamigal Arts and Science<br/>College, Koviloor<br/><b>Mobile:</b> 9443124433<br/><b>Email Id:</b> <a href="mailto:drvmalucorp@yahoo.com">drvmalucorp@yahoo.com</a><br/><b>Specialization:</b> Corporate Law, Corporate Governance, I P R, Corporate Finance</p> | <p><b>Title:</b> Research Problem Identification<br/><b>Resource Person:</b><br/><b>Dr.V.Manickavasagam</b><br/>Former Registrar, Alagappa University<br/>Principal, Nachiappa Swamigal Arts and Science<br/>College, Koviloor<br/><b>Mobile:</b> 9443124433<br/><b>Email Id:</b> <a href="mailto:drvmalucorp@yahoo.com">drvmalucorp@yahoo.com</a><br/><b>Specialization:</b> Corporate Law, Corporate Governance, I P R, Corporate Finance</p> | <p><b>Title:</b> Uses of Data in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.S.Rajamohan</b><br/>Dean, School of Management<br/>Professor &amp; Director<br/>Alagappa Institute of Management,<br/>Alagappa University, Karaikudi<br/>Sivaganga, Tamil Nadu, India – 630003<br/><b>Mobile Number:</b> 9994590559<br/><b>Email Id:</b> <a href="mailto:rajamohans@alagappauniversity.ac.in">rajamohans@alagappauniversity.ac.in</a><br/><b>Specialization:</b> Accounting and Finance</p>       |

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| <p><b>05.09.2021</b><br/><b>Sunday</b></p>    | <p><b>Title:</b> Research Design Dimensions and Components<br/><b>Resource Person:</b><br/><b>Dr. P.Natarajan</b><br/>Professor<br/>Dept. of commerce<br/>Pondicherry university<br/>Pondicherry .<br/><b>Mobile No:</b> 9443095454<br/><b>Email ID:</b> <a href="mailto:nataraj.com@pondiuni.edu.in">nataraj.com@pondiuni.edu.in</a><br/><b>Specialization:</b> MSME Management, Development Finance, Accounting and Financial Reporting</p> | <p><b>Title:</b> Research Design Dimensions and Components<br/><b>Resource Person:</b><br/><b>Dr. P.Natarajan</b><br/>Professor<br/>Dept. of commerce<br/>Pondicherry university<br/>Pondicherry .<br/><b>Mobile No:</b> 9443095454<br/><b>Email ID:</b> <a href="mailto:nataraj.com@pondiuni.edu.in">nataraj.com@pondiuni.edu.in</a><br/><b>Specialization:</b> MSME Management, Development Finance, Accounting and Financial Reporting</p> | <p><b>Title:</b> Innovative Research in Digital Banking-I<br/><b>Resource Person:</b><br/><b>Dr.G.Jayabal</b><br/>Professor &amp; Head<br/>Department of Banking Technology<br/>Alagappa University<br/>Karaikudi – 630 004<br/><b>Mobile:</b> 9443175128<br/><b>Email Id:</b> <a href="mailto:drigidbm@gmail.com">drigidbm@gmail.com</a><br/><b>Specialization:</b> Financial Services, Investment Management, Agricultural Finance</p>   |
| <p><b>06.09.2021</b><br/><b>Monday</b></p>    | <p><b>Title:</b> Significance of Review of Literature in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.R.Panchalan</b><br/>Professor<br/>Department of Commerce<br/>Institute of Distance Education<br/>University of Madras<br/>Chepauk, Chennai – 600005<br/><b>Mobile:</b> 9444074621<br/><b>Email ID:</b> <a href="mailto:idedirector@gmail.com">idedirector@gmail.com</a></p>  | <p><b>Title:</b> Significance of Review of Literature in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr.R.Panchalan</b><br/>Professor<br/>Department of Commerce<br/>Institute of Distance Education<br/>University of Madras<br/>Chepauk, Chennai – 600005<br/><b>Mobile:</b> 9444074621<br/><b>Email ID:</b> <a href="mailto:idedirector@gmail.com">idedirector@gmail.com</a></p>  | <p><b>Title:</b> Innovative Research in Digital Banking-II<br/><b>Resource Person:</b><br/><b>Dr.G.Jayabal</b><br/>Professor &amp; Head<br/>Department of Banking Technology<br/>Alagappa University<br/>Karaikudi – 630 004<br/><b>Mobile:</b> 9443175128<br/><b>Email Id:</b> <a href="mailto:drigidbm@gmail.com">drigidbm@gmail.com</a><br/><b>Specialization:</b> Financial Services, Investment Management, Agricultural Finance</p>  |
| <p><b>07.09.2021</b><br/><b>Tuesday</b></p>   | <p><b>Title:</b> Values in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr. K. Subrahmanyam</b><br/>(Former Principal and Professor of Commerce and Management)<br/>Vivekananda College<br/>Thiruvedakam<br/>Madurai – 625021<br/><b>Mobile:</b> 9741011833<br/><b>Email ID:</b> <a href="mailto:drks42@gmail.com">drks42@gmail.com</a></p>   | <p><b>Title:</b> Values in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr. K. Subrahmanyam</b><br/>(Former Principal and Professor of Commerce and Management)<br/>Vivekananda College<br/>Thiruvedakam<br/>Madurai – 625021<br/><b>Mobile:</b> 9741011833<br/><b>Email ID:</b> <a href="mailto:drks42@gmail.com">drks42@gmail.com</a></p>   | <p><b>Title:</b> Writing and Publishing Papers in Top Class Journals<br/><b>Resource Person:</b><br/><b>Dr. A. Narayanamoorthy</b><br/>Profesor &amp; Head<br/>Department of Economics and Rural Development,<br/>Alagappa University Karaikudi – 630 003<br/><b>Contact Phone (Office) :</b> +91 4565-225842<br/><b>Email Id:</b> <a href="mailto:na_narayana@hotmail.com">na_narayana@hotmail.com</a>;<br/><a href="mailto:narayana64@gmail.com">narayana64@gmail.com</a><br/><b>Specialization:</b> Agriculture and Rural Economics</p> |
| <p><b>08.09.2021</b><br/><b>Wednesday</b></p> | <p><b>Title:</b> Ethics in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr. B.Vijayachandran Pillai</b></p>   | <p><b>Title:</b> Ethics in Social Science Research<br/><b>Resource Person:</b><br/><b>Dr. B.Vijayachandran Pillai</b></p>   | <p><b>Title:</b> Writing Research Project Proposals<br/><b>Resource Person:</b><br/><b>Dr. A. Narayanamoorthy</b></p>  |

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| <p><b>09.09.2021</b><br/><b>Thursday</b></p> | <p><b>Title:</b> Selection of Sampling Methods in Social<br/>Science Research and Sample Size determination<br/><b>Resource Person:</b><br/><b>Dr.M.Muninarayanappa</b><br/>Professor<br/>Department of Commerce<br/>Bangalore University<br/>Central College Campus<br/>Bangalore – 560 001.<br/><b>Phone:</b> 080-22961426<br/><b>Cell:</b> 9448416845<br/><b>Email ID:</b> <a href="mailto:drmuninarayan@yahoo.co.in">drmuninarayan@yahoo.co.in</a></p> | <p><b>Title:</b> Selection of Sampling Methods in Social<br/>Science Research and Sample Size determination<br/><b>Resource Person:</b><br/><b>Dr.M.Muninarayanappa</b><br/>Professor<br/>Department of Commerce<br/>Bangalore University<br/>Central College Campus<br/>Bangalore – 560 001.<br/><b>Phone:</b> 080-22961426<br/><b>Cell:</b> 9448416845<br/><b>Email ID:</b> <a href="mailto:drmuninarayan@yahoo.co.in">drmuninarayan@yahoo.co.in</a></p> | <p><b>Title:</b> Hypothesis Testing-I<br/><b>Resource Person:</b><br/><b>Dr.C.Vethirajan</b><br/>Professor &amp; Head<br/>Department of Corporate Secretaryship<br/>Alagappa University<br/>Karaikudi – 630004<br/><b>Mobile:</b> 9443493474<br/><b>Email Id:</b> <a href="mailto:drvethirajan@gmail.com">drvethirajan@gmail.com</a><br/><b>Specialization:</b> Corporate Finance &amp; Corporate<br/>Taxation</p>  |
| <p><b>10.09.2021</b><br/><b>Friday</b></p>   | <p><b>Title:</b> Application of Factor Analysis in Social<br/>Science Research<br/><b>Resource Person:</b><br/><b>Dr.S.Sudalaimuthu</b><br/>Professor of Banking Technology<br/>School of Management<br/>Pondicherry University<br/>Puducherry<br/><b>Phone :</b>+91-0413-2654656<br/><b>Email Id:</b> <a href="mailto:sudalaim.btm@pondiuni.edu.in">sudalaim.btm@pondiuni.edu.in</a><br/><b>Specialization:</b> Accounting, Finance and System</p>        | <p><b>Title:</b> Application of Factor Analysis in Social<br/>Science Research<br/><b>Resource Person:</b><br/><b>Dr.S.Sudalaimuthu</b><br/>Professor of Banking Technology<br/>School of Management<br/>Pondicherry University<br/>Puducherry<br/><b>Phone :</b>+91-0413-2654656<br/><b>Email Id:</b> <a href="mailto:sudalaim.btm@pondiuni.edu.in">sudalaim.btm@pondiuni.edu.in</a><br/><b>Specialization:</b> Accounting, Finance and System</p>        | <p><b>Title:</b> Hypothesis Testing-II<br/><b>Resource Person:</b><br/><b>Dr.C.Vethirajan</b><br/>Professor &amp; Head<br/>Department of Corporate Secretaryship<br/>Alagappa University<br/>Karaikudi – 630004<br/><b>Mobile:</b> 9443493474<br/><b>Email Id:</b> <a href="mailto:drvethirajan@gmail.com">drvethirajan@gmail.com</a><br/><b>Specialization:</b> Corporate Finance &amp; Corporate<br/>Taxation</p> |
| <p><b>11.09.2021</b><br/><b>Saturday</b></p> | <p><b>Title:</b> Case Study<br/><b>Resource Person:</b><br/><b>Dr. P. Mohan Reddy</b><br/>Professor &amp; Head<br/>Department of Commerce<br/>Sri Venkateswara University<br/>Gandhi road, Tirupati<br/>Andhra Pradesh – 517502<br/><b>Mobile No:</b> 9849603909</p>   | <p><b>Title:</b> Case Study<br/><b>Resource Person:</b><br/><b>Dr. P. Mohan Reddy</b><br/>Professor &amp; Head<br/>Department of Commerce<br/>Sri Venkateswara University<br/>Gandhi road, Tirupati<br/>Andhra Pradesh – 517502<br/><b>Mobile No:</b> 9849603909</p>   | <p><b>Title:</b> Formulation of Research Problem in<br/>Social Science Research-I<br/><b>Resource Person:</b><br/><b>A.Muthusamy</b><br/>Professor &amp; Head<br/>Department of International Business<br/>Alagappa University<br/>Karaikudi – 630 004<br/>Mobile: 9042736251</p>   |

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| <p><b>12.09.2021</b><br/> <b>Sunday</b></p>  | <p><b>Title:</b> E-Library Training<br/> <b>Resource Person:</b><br/> <b>Dr.S.Srinivasa Raghavan</b><br/> Librarian and Head<br/> Bharathidasan University<br/> Tiruchirappalli –<br/> Mobile: 9486916358, 6382992798<br/> Email Id: <a href="mailto:drrsrinivasan66@gmail.com">drrsrinivasan66@gmail.com</a>,<br/> <a href="mailto:bdulib@gmail.com">bdulib@gmail.com</a></p>   | <p><b>Title:</b> E-Library Training<br/> <b>Resource Person:</b><br/> <b>Dr.S.Srinivasa Raghavan</b><br/> Librarian and Head<br/> Bharathidasan University<br/> Tiruchirappalli –<br/> Mobile: 9486916358, 6382992798<br/> Email Id: <a href="mailto:drrsrinivasan66@gmail.com">drrsrinivasan66@gmail.com</a>,<br/> <a href="mailto:bdulib@gmail.com">bdulib@gmail.com</a></p>   | <p><b>Title:</b> Formulation of Research Problem in Social Science Research-II<br/> <b>Resource Person:</b><br/> <b>A.Muthusamy</b><br/> Professor &amp; Head<br/> Department of International Business<br/> Alagappa University<br/> Karaikudi – 630 004<br/> Mobile: 9042736251<br/> Email Id: <a href="mailto:muthuroja67@rediffmail.com">muthuroja67@rediffmail.com</a><br/> <b>Specialization:</b> Foreign Trade, Finance and Export Management</p> |
| <p><b>13.09.2021</b><br/> <b>Monday</b></p>  | <p><b>Title:</b> Statistical Tools in Research<br/> <b>Resource Person:</b><br/> <b>Dr.P.Saravanan</b><br/> Professor-Finance &amp; Accounting Area,<br/> Indian Institute of Management,<br/> Tiruchirapalli – 620024<br/> <b>Mobile:</b> 8974002055<br/> <b>Email Id:</b> <a href="mailto:psn@iimtrichy.ac.in">psn@iimtrichy.ac.in</a><br/> <b>Specialization:</b> Corporate Finance, Security Analysis and Portfolio Management</p>                   | <p><b>Title:</b> Statistical Tools in Research<br/> <b>Resource Person:</b><br/> <b>Dr.P.Saravanan</b><br/> Professor-Finance &amp; Accounting Area,<br/> Indian Institute of Management,<br/> Tiruchirapalli – 620024<br/> <b>Mobile:</b> 8974002055<br/> <b>Email Id:</b> <a href="mailto:psn@iimtrichy.ac.in">psn@iimtrichy.ac.in</a><br/> <b>Specialization:</b> Corporate Finance, Security Analysis and Portfolio Management</p>                   | <p><b>Title:</b> Research Methods in Social Science Research<br/> <b>Resource Person:</b><br/> <b>Dr.S.Ganapathy</b><br/> Professor<br/> Department of Commerce<br/> Alagappa University<br/> Karaikudi – 630 004<br/> <b>Mobile:</b> 9442677764<br/> <b>Email Id:</b> <a href="mailto:ganapathys@alagappauniversity.ac.in">ganapathys@alagappauniversity.ac.in</a><br/> <b>Specialization:</b> Finance and Marketing</p>                                |
| <p><b>14.09.2021</b><br/> <b>Tuesday</b></p> | <p><b>Title:</b> Research Questions<br/> <b>Resource Person:</b><br/> <b>Dr. V.Balachandran</b><br/> Dean, School of Business Studies,<br/> Department of Management<br/> Central University of Kerala,<br/> Tejawini Hills, Perie Post,<br/> Kerala 671316<br/> <b>Mobile:</b> 9842459477<br/> <b>Email Id:</b> <a href="mailto:vbchand@gmail.com">vbchand@gmail.com</a>,<br/> <a href="mailto:drvchand@cukerala.ac.in">drvchand@cukerala.ac.in</a></p> | <p><b>Title:</b> Research Questions<br/> <b>Resource Person:</b><br/> <b>Dr. V.Balachandran</b><br/> Dean, School of Business Studies,<br/> Department of Management<br/> Central University of Kerala,<br/> Tejawini Hills, Perie Post,<br/> Kerala 671316<br/> <b>Mobile:</b> 9842459477<br/> <b>Email Id:</b> <a href="mailto:vbchand@gmail.com">vbchand@gmail.com</a>,<br/> <a href="mailto:drvchand@cukerala.ac.in">drvchand@cukerala.ac.in</a></p> | <p><b>Title:</b> Data Collection Techniques<br/> <b>Resource Person:</b><br/> <b>Dr.S.Ganapathy</b><br/> Professor<br/> Department of Commerce<br/> Alagappa University<br/> Karaikudi – 630 004<br/> <b>Mobile:</b> 9442677764<br/> <b>Email Id:</b> <a href="mailto:ganapathys@alagappauniversity.ac.in">ganapathys@alagappauniversity.ac.in</a><br/> <b>Specialization:</b> Finance and Marketing</p>   |

**Co-Course Director**  
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