

**Sri GVG Visalakshi College for Women (Autonomous), Udumalpet.**

**Department of Commerce**

**Report on one week International Faculty Development Programme.**

Department of Commerce, Sri GVG Visalakshi College for Women organized a one week International Faculty Development Programme on "Technological Trends in Research & Publications in Blended Mode" from 18.04.2022-23.04.2022.

**Day: 1 (18.04.2022-Monday)**

Dr.N.Lakshmi, HOD of Commerce welcomed the gathering and introduced the theme of the Faculty Development Programme. Dr. N. Rajeswari, Principal inaugurated the seminar by Lighting the Kuthuvilakku and delivered the Presidential address. Prof. Dr.M.Sumathy, Professor and Head, Department of Commerce, Bharathiar University, Coimbatore delivered the inaugural address. In her inaugural address she enlightened various technologies and tools to compile the data, compare the traditional and modern method of teaching. She also shared Plagiarism detection software like article checker.com, grammarly.com. The inaugural address brought to limelight the need and benefits of blended mode and the importance of research and publications in the present environment.

**Technical session**

Dr.R.Balasubramani, Associate Professor, Department of Library and Information Science, Bharathidasan University, Thiruchirapalli, discussed about "Systematic review of Library Software ". In this he highlighted about referencing and different styles for reference, criteria for choosing reference and type of reference. He also mentioned online reference tools like Endnote, Mendeley, Zotere, teacher tube and also provided details about Epathshala, egyankosh, Google scholar.

**Technical Session II**

Dr.R.Balasubramani gave a practical session on "Mendeley Reference Management Software". He gave hands on training on how to download & use the Mendeley Software, Publish or Perish Software and Google scholar.

**Technical Session III**

Dr.R.Balasubramani addressed on the topic "Finding the Right Journal-Web Tools". In that he shared his view on Mjl claritive, Journal finder.com, and Journal suggerter.

### **Day: 2 (19.04.2022-Tuesday) Technical Session IV**

The resource person of this session was Dr.P.Srinivasan, Associate Professor, School of Management, Presidency University, Bangalore, Karnataka. The resource person inculcated the participants on the topic "Indexing & Citation". He explained referencing, citation and indexing. In addition to it he shared practical knowledge on Publication of articles in Web of Science, Scopus and Google Scholar. He also discussed Calculation of h-Index, i10 index and Impact factor. His session highlighted the importance of making reference from high impact factor journals and the benefits of publishing.

### **Technical Session V**

The chief guest Dr.Sathya Parayitam Ph.D. Professor, Management and Marketing, Charlton College of Business, University of Massachusetts, Dartmouth, MA, USA addressed "How to write a Research Paper". He guided the participants about Do's and Don'ts to be kept in mind while preparing the research paper and gave a detailed explanation on the structure of the research paper. Professor displayed a research paper and review process and explained the expectations of a publisher.

### **Day: 3 (20.04.2022-Wednesday) Technical Session VI**

The resource person of the third day of the International Faculty Development Programme was Dr.P.Srinivasan, Associate Professor, School of Management, Presidency University, Bangalore, Karnataka. He discussed "Introduction to Time series in econometrics" and focused on the types of data, Time series Analysis and its methodology with practical examples. He explained how to develop hypothesis testing using Excel. He also explained about simple linear regression models and multiple regression model building.

### **Technical Session VII**

The resource person of this session was Dr.Sathya Parayitam ,PhD Professor, Management and Marketing, Charlton College of Business, University of Massachusetts, Dartmouth, MA, USA enlightened about "How to build a model for your research work". He discussed about the Conceptual model, Simple linear model, Simple linear model with moderator. He shared the reasons for rejection of the manuscripts and he insisted a lot on putting in hard work and sufficient time for preparing the research article. He also shared some of the books which will be useful for the researchers on model building. He explained many models that have been



developed and how to develop a model, why to develop and the experience of various researchers supported by him.

**Day: 4 (21.04.2022-Thursday) Technical Session VIII**

The resource person of this session was Dr.N.Lakshmi, Head and Associate Professor of Commerce of Sri GVG Visalakshi College for Women addressed on the topic Questionnaire preparation, Master Table Preparation, Measurement and Scaling Techniques. She shared her deep knowledge on methods of collection of primary data, how to prepare a questionnaire in manual and electronic form, types of questions, formatting of questionnaire, coding, master table preparation, diagrammatic and graphical representation, table preparation, statistical concepts and data definition. She has also shown real time models of covering letter, questionnaires, and master tables for better understanding. She also focused on the measurement and application of scaling techniques.

**Day: 5 (22.04.2022-Friday) Technical Session IX**

The resource person of this session was Dr.K.Gowri, Associate Professor of Commerce, P.S.G College of Arts and Science, Coimbatore addressed on "Application of Statistical Techniques in Social Science Research using SPSS. She focused on conceptual background about steps in the research process and explained analysis of different data measurement of scales and analysis of data. She gave hands-on training on SPSS statistical software with model questionnaire. The participants gained practical exposure to application of statistical tools like Correlation, Regression and Garrett Ranking Techniques.

**Day: 6 (23.04.2022-Saturday) Technical Session X**

The resource person of this session was Dr.K.Gowri, Associate Professor of Commerce, P.S.G College of Arts and Science, Coimbatore addressed on "Structural Equation Modeling in Business Research using AMOS". She enlightened Analysis moment structure, Confirmatory factor analysis, Exploratory Factor analysis, Multiple Linear Regression Analysis, Moderation and Mediation Analysis, and Path Analysis in Structural Equation Model. She gave hands-on training in building SEM model in AMOS software with a model questionnaire.

Totally 119 benefited out of this Faculty Development Programme.

  
**Head of the Department**