

MSNIM



MANEL SRINIVAS NAYAK INSTITUTE of MANAGEMENT

MSNIM Besant Campus, Bondel, Mangaluru - 575008

(Affiliated to Mangalore University, AICTE Approved and NAAC re-accredited with 'A' grade)



Organizes

Faculty Development Programme

on

QUALITY RESEARCH ARTICLE WRITING

21st June - 25th June 2022

Hybrid Mode



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OBJECTIVES OF THE WORKSHOP

- To promote research capability among budding scholars and faculty members.
- To enable scholars and faculty members to conceptualize a research topic.
- To impart analytical capabilities for data analysis and decision making.

PARTICIPANTS

- Scholars specializing in any area of HR, Marketing, Finance and Social Sciences are eligible to participate in the workshop.
- Scholars pursuing Ph.D./M.Phil programs, who are at the stage of drafting research design and data analysis.
- Faculty members engaged in funded research projects and wishing to master statistical techniques.

Registration Fee: Rs. 1000/-

(Research scholars, Academicians & Working Professionals)

Mode of payment

Option 1: Payment may be made in the form of DD/Cheque drawn in favour of "Women's National Education Society", payable at Mangaluru, Karnataka, India.

Option 2: Electronic Fund Transfer (EFT) using the Account number: 73670200000107, Bank of Baroda, Bondel, Mangaluru, IFSC Code: BARB0VJBOND

Registration Process: Candidates can apply through the registration link <https://forms.gle/zNHGpEGY9SzpZKJS9>

Please provide the payment details and your preferred mode of participation on the first day of workshop in the above registration link.



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Time	Details of session and Resource-person
Day 1 (June 21, 2022) Online & Offline (10.00-12.30)	Introduction to social science research, formulating and planning the research, writing and presenting a literature review, formulating a survey instrument and navigating online resources. Dr. Ankitha Shetty, Assistant Professor -Senior Scale, Department of Commerce, MAHE, Manipal
Day 2 (June 22, 2022) Online Only (10.00-12.30)	Analyzing qualitative research literature, reviewing articles and formulating research questions. Dr. Mukesh H.V., Assistant Professor - Senior Scale, Department of Commerce, MAHE, Manipal
Day 3 (June 23, 2022) Online Only (10.00-12.30)	Bibliometric analysis, interpretation of results Ms. Jyothi Shetty, Assistant Professor, Department of Commerce, MAHE, Manipal Ms. Urmila M.S., Assistant Professor, Department of Commerce, MAHE, Manipal
Day 4 (June 24, 2022) Online Only (10.00-12.30)	Quantitative data analysis part I using SPSS - Descriptive statistics, correlation and multiple regression, cluster analysis and discriminant analysis Dr. Venkatamuni Reddy, Professor, Department of Commerce, MAHE, Manipal
Day 5 (June 25, 2022) Online Only (10.00-12.30)	Quantitative data analysis part II using Structural Equation Modeling - Partial Least Squares (PLS) Dr. Mathew Thomas Gill, Assistant Professor - Senior Scale, Department of Commerce, MAHE, Manipal



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About MSNIM

Manel Srinivas Nayak Institute of Management is the flagship institution of Besant Institutions, sponsored by Women's National Education Society (WNES) Mangaluru, catering to MBA Education. WNES has its roots in the Theosophical Society of India founded by Dr. Annie Besant, who laid the foundation in 1918. Established in 1999. MSNIM is a premier management institute based in the coastal city of Mangaluru in Karnataka State, India. The institute became the first private institute to offer MBA programme under affiliation to Mangalore University. It is also approved by AICTE, Government of India and re-accredited by NAAC with 'A' grade.

MSNIM offers a two-year full time MBA programme leading to the award of post graduate degree by Mangalore University. Excellent infrastructure, experienced faculty, adequate industry exposure and impressive track record of academic achievements and placements make us an educational destination of choice for students from all over the country.

Over the years, we have developed into a leading centre for professional management education, research and consultancy services. In addition to the existing MBA programme, the institute plans to conduct a number of specialized training programs, and to organize seminars conferences and workshops.



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FDP COORDINATION COMMITTEE

Chairperson

Dr. Molly S. Chaudhuri

FDP Coordinator

Dr. Shilpi Saha (Contact: 8971147192, shilpi.saha@msnmbesant.edu.in)

Faculty Members

Dr. Sharan Shetty

Ms. Ashalatha

Mr. Suresh Shenoy

Ms. Nanditha Sunil

Ms. Reema Agnes Frank

Ms. Chitranjali

Organized by

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