Valedictory Session

Venue: Conference Hall **Time: 03.15 p.m. to 04.00 p.m.**

Welcome Address	:	**Dr. Gayathri Balakrishnan .R** Associate Professor & Head, Department of Commerce, Sri Vasavi College, Erode.
Workshop Report	:	**Dr. B. Jeeva Rekha** Assistant Professor, Convenor & Organising Secretary, Department of Commerce, Sri Vasavi College, Erode.
Presidential Address	:	**Dr. K. Rajini** Principal (i/c), Sri Vasavi College, Erode.
Valedictory Address by the Chief Guest	:	**Dr. P. Muthulakshmi** Assistant Professor, School of Business and Management, CHRIST(Deemed to be University), Kengeri Campus, Bangalore.
Vote of Thanks	:	**Dr. S. Mallika** Assistant Professor, Department of Commerce, Sri Vasavi College, Erode.

Organising Committee

Chief Patrons

Thiru. V.Athikesavan, President, Sri Vasavi Institutions, Erode.
CA.C. Bala Rama Prakash, Secretary,Sri Vasavi College, Erode.

Patrons

Dr. K. Rajini, Principal (i/c)
Dr. Gayathri Balakrishnan .R Associate Professor & Head

Convenor & Organising Secretary

Dr. B. Jeeva Rekha, Assistant Professor

Organising Members

Dr. N. Deepa, Associate Professor
Dr. P. Thilagavathi, Assistant Professor
Dr. S. Mallika, Assistant Professor
Dr. P. Saravana Kumar, Assistant Professor
Dr. P. Ashok Kumar, Assistant Professor
Dr. P. Tamilselvan, Assistant Professor
Dr. T. Mohanraj, Assistant Professor
Mrs. L. Kavipriya, Assistant Professor

Scholar & Student Facilitation Team

Ph.D Scholars

Ms. B. Pavithra
Mr. A. Manivannan
Ms. J. Lalitha

M.Com Students

Mr. A. Johnpastin
Ms. T. Srivarthini
Ms. M. Shifa Nasrin

SRI VASAVI COLLEGE

(Re-accredited by NAAC with 'B' Grade and
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Erode District - 638 316, Tamil Nadu
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Invitation

Indian Council of Social Science Research
Southern Regional Centre (ICSSR-SRC), Hyderabad
Sponsored

TWO-DAY NATIONAL WORKSHOP
on
RESEARCH TOOLS AND DATA ANALYTICS FOR SOCIAL SCIENCES

Organised by
PG & RESEARCH DEPARTMENT OF COMMERCE

08.10.2026 & 09.10.2026 | CONFERENCE HALL

All are Cordially Invited



Day I - 08.10.2026

Inaugural Function

Venue : Conference Hall **Time : 10.15 a.m. to 11.00 a.m.**

Welcome Address : **Dr. Gayathri Balakrishnan .R**
Associate Professor & Head, Department of Commerce,
Sri Vasavi College, Erode.

Presidential Address : **Dr. K. Rajini**
Principal (i/c),
Sri Vasavi College, Erode.

Guest of Honour : **CA.C. Bala Rama Prakash**
Secretary,
Sri Vasavi College, Erode.

Concept Note : **Dr. B. Jeeva Rekha**
Assistant Professor & Workshop Convenor,
Department of Commerce,
Sri Vasavi College, Erode.

Inaugural Address by the Chief Guest : **Prof. Vidhyadhara Hegde**
Assistant Professor,
Department of MBA,
School of Commerce and Management,
Sanjivani University, Maharashtra.

Vote of Thanks : **Dr. N. Deepa**
Associate Professor,
Department of Commerce,
Sri Vasavi College, Erode.

Tea Break : 11.00 a.m. to 11.15. a.m.

Technical Session - I

Topic : Research Pathways: From Ideas to Reliable Data **Time : 11.15 a.m. to 12.45 p.m.**

Resource Person : **Prof. Vidhyadhara Hegde**
Assistant Professor,
Department of MBA,
School of Commerce and Management,
Sanjivani University, Maharashtra.



Session Co-ordinator : **Dr. P. Thilagavathi**
Assistant Professor,
Department of Commerce,
Sri Vasavi College, Erode

Lunch Break: 12.45 p.m. to 1.45 p.m.

Technical Session – II

Topic : Data Analytics: From Description to Discrimination **Time : 1.45 p.m. to 04.00 p.m**

Resource Person : **Dr. E. P. Sengottuvel**
Assistant Professor of Commerce,
Gobi Arts and Science College,
Gobichettipalayam, Erode District, Tamil Nadu



Session Co-ordinator : **Dr. G. Kalaimani**
Assistant Professor & Head (i/c),
Department of Business Management,
Sri Vasavi College, Erode

Day II - 09.10.2026

Technical Session – III

Topic : Statistical Testing and SEM Modelling **Time : 10.15 a.m. to 12.45. p.m.**

Resource Person : **Dr. D. Kumaresan**
Professor and Director,
School of Commerce,
K.S.R. College of Arts and Science for Women,
Namakkal District, Tamil Nadu



Session Co-ordinator : **Dr. R.Vijayarani**
Associate Professor & Head,
Department of Economics,
Sri Vasavi College, Erode

Technical Session – IV

Topic : Statistical Relationship Modelling **Time : 01.30 p.m. to 03.00. p.m.**

Resource Person : **Dr. P. Muthulakshmi**
Assistant Professor,
School of Business and Management,
CHRIST(Deemed to be University),
Kengeri Campus, Bangalore.



Session Co-ordinator : **Dr. R. Prakash**
Associate Professor & Head,
Department of History,
Sri Vasavi College, Erode