

## **SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE**

(Affiliated to Bharathidasan University, Tiruchirappalli)  
(Accredited with 'A' Grade by NAAC)  
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*"Arise Awake and Stop Not Till the Goal is Reached"*

### **ONE DAY INTERNATIONAL LECTURE WORKSHOP ON "RESEARCH METHODOLOGY"**

**Organized by  
PG & Research Department of Economics  
&  
Department of Business Administration**

**on  
4<sup>th</sup> January, 2019**

**Venue : Conference Hall**

**Registration**

**8.30 a.m. to 9.30 a.m.**

**Inaugural Session**

**10.00 a.m. to 11.30 a.m.**

- Invocation** : Tamilthaai Valthu  
Lighting the Lamp
- Welcome Address** : **Prof. V. Pattammal**  
Head, Dept. of Business Administration  
S.T.E.T. Women's College  
Mannargudi
- Presidential Address** : **Dr. R. Saravanamuthu**  
Director  
Research & Development Cell  
S.T.E.T. Women's College  
Mannargudi
- Introduction to the  
Lecture Workshop** : **Dr. S. Amudha**  
Principal  
S.T.E.T. Women's College  
Mannargudi
- Releasing the Digital  
Workshop Manual** : **Dignitaries**
- Keynote Address** : **Dr.M.Ganeshamoorthy**  
Economist  
University of Colombo  
Srilanka
- Theme** : **Doing Research in Management Sciences:  
Approaches and Strategies to Research  
Methodology**

**Tea Break**

**11.30 a.m. to 11.45 a.m.**

**SESSION – I**  
**11.45 a.m. to 1.00 p.m.**

**Resource Person** : **Dr. Ramesh Kaliyamoorthy**  
Head, School of Accounting and Finance  
IBS University, Port Moresby  
Papua, New Guinea

**Theme** : **Writing a Research Report-  
Structure and Components**

**Lunch Break**  
**1.00 p.m. -1.45 p.m.**

**SESSION –II**  
**1.45 p.m. to 3.00 p.m.**

**Resource Person** : **Dr. K. Jagannathan Kulandaiappan**  
Senior Lecturer, School of Business  
IBS University, Port Moresby  
Papua, New Guinea

**Theme** : **Strategies for Qualitative and  
Quantitative Research**

**Tea Break**  
**3.00 p.m. to 3.15 p.m.**

**Valedictory Session**  
**3.15 p.m. to 3.45 p.m.**

- Report of the Workshop :** **Dr. T. Vijayalakshmi**  
Assistant Professor & Head  
Dept. of Economics  
S.T.E.T. Women's College  
Mannargudi
- Valedictory Address :** **Dr. Ramesh Kaliyamoorthy**  
Head, School of Accounting and Finance  
IBS University, Port Moresby  
Papua, New Guinea
- Certificate Distribution :** **Dr. V. Dhivaharan**  
Correspondent  
S.T.E.T. Women's College  
Mannargudi
- Vote of Thanks :** **Prof. S. Geetha**  
Dept. of Business Administration  
S.T.E.T. Women's College  
Mannargudi

**National Anthem**

