

## WORKSHOP OBJECTIVE

**“Every great study begins with the right start”**

The workshop will cover the journey from formulating a research problem to identifying suitable statistical techniques for management research. Key topics include the process of formulating a research problem, research design, mixed-methods approach, determining sample size and appropriate sampling techniques, designing research instruments with reliability and validity testing, and selecting the right statistical tests to derive meaningful findings and conclusions. Both phases of the workshop will offer hands-on training with softwares such as R, SPSS, VOS viewer, SmartPLS, and AMOS.

The workshop will be organized in two phases. This is the first edition of a serial workshop series at Kalasalingam Business School, designed with a “one step at a time” approach to research. The **first phase** emphasizes the analysis of unstructured qualitative data and existing literature, progressing up to bivariate analysis and basic multivariate techniques such as EFA and MANOVA. The **second phase**, scheduled for the second week of February 2026, allows participants ample time to reflect on and advance their research. It will provide practical exposure to advanced multivariate statistical tools, strengthening participants’ analytical and interpretation skills for their ongoing research work.

**Registration Link:** <https://forms.gle/ZWkMZfTv8vZwZiK4A>

**Registration Fee** (*includes workshop kit, Refreshment, Lunch, Workshop material and certificate*)

	<b>Either Phase I or Phase II (Individual)</b>	<b>Either Phase I or Phase II (For 3 Members)</b>	<b>Both Phase I &amp; Phase II (Individual)</b>	<b>Both Phase I &amp; Phase II (For 3 Members)</b>
Research Scholars Outside KARE & Industry Participants	Rs. 1,500	Rs. 4,000	Rs. 2,500	Rs. 7,000
Faculty Members	Rs. 2,000	Rs. 5,500	Rs. 3,000	Rs. 10,000
Research Scholars of KARE	Rs. 1,200	-	Rs. 2,200	-

***Accommodation will be arranged on request with additional payment***

**Account Number:** 335602011103736

**IFSC:** UBIN0562734

**Account Holder Name:** MBA Association

**Bank Name:** Union Bank of India

The fee is payable through the above given Account details only. No refund will be provided, if a selected participant does not attend/complete programme successfully.

Last Date of Registration and Payment:

**Phase I - On or before Oct 20, 2025**

**Phase II - On or before Jan 10, 2026**

***All Communications can be sent to***

**Dr. M. Maria Antony Raj**

Assistant Professor & Head

Department of Social Work

Kalasalingam Business School

Kalasalingam Academy of Research and Education

Anand Nagar, Krishnankoil – 626126

Contact no: +91 9003348980 E-Mail: [swkare.researchworkshop@gmail.com](mailto:swkare.researchworkshop@gmail.com)

## COVERAGE OF THE PROGRAMME

**PHASE – I: Text Analytics, Research Problem Selection & Instrument Preparation**

<b>Day 1: Monday (03.11.2025)</b>	<b>Day 2: Tuesday (04.11.2025)</b>	<b>Day 3: Wednesday (05.11.2025)</b>
Inauguration & Workshop Overview, Qualitative Research: Unstructured Data Analytics, Systematic Literature Review.	Problem Identification and Model Building, Mixed Methods Research Approach.	Measurement, Scaling and Instrument Design, Sampling Design, Text Analytics, T-test and ANOVA.

## RESOURCE PERSONS

**Prof. Dr. P. Ganesan** is a Senior Professor and Dean of Kalasalingam Business School, Kalasalingam Academy of Research and Education (KARE), Tamil Nadu, India. His areas of teaching are Managerial Economics, Services Marketing, and Retail Management. Dr. Ganesan has supervised 12 PhD students in the areas of services marketing, microfinance, and service innovation. He has published articles in ABDC and Scopus Indexed journals along with more than 45 research articles in reputed journals. He has also published more than 10 case studies in the area of business management through *the case centre* and edited book chapters. He has conducted research methodology workshops, training programs by using various statistical packages and delivered lectures on various topics related to business research methods within and outside India.

**Dr. R. Venkatesakumar**, Professor of Marketing, Department of Management Studies, School of Management, Pondicherry University. Dr. Venkatesakumar conducted workshops and training programmes in research methodology and multivariate statistical tools – EFA, CFA, Conjoint, MDS, Discriminant analysis etc., in various reputed business schools in India by applying statistical packages like SPSS, AMOS and SmartPLS.

**Dr. B. Ravikumar**, Professor & Scientist, Central Leather Research Institute (CSIR), Chennai. He earned Ph D in Statistics from MS University, Tirunelveli. His research area include Statistics, Data Analysis and Data Analytics, Artificial Neural Networks, Mediation Models, Psychology data. Dr Ravikumar has acted as resource person in various research methods and application of statistical tools. His computational skills include SPSS, AMOS, R Programming, WinBUGS, and EXCEL.

**Dr. P. Madhan Kumar** currently working as Assistant Professor, Marketing and Research at We School, Bangalore. He has published articles in ABDC’s A category journals. Dr Madhan Kumar has conducted various training programs on the topics like bibliometric analysis, mediation analysis and SLR. Additionally, he has been actively engaged in guiding and mentoring researchers in adopting rigorous analytical tools to enhance the quality of academic output.

**Dr. C. Ganeshkumar**, currently serving as an Associate Professor in Decision Sciences and Operations Management at the School of Management Studies, University of Hyderabad, holds a Ph.D. in Management Studies from Pondicherry University and completed his Post-Doctoral Research Fellowship under the Airbus Endowed Chair for Supply Chain Management at IIM Bangalore. His technical skills include statistical packages such as SPSS, AMOS, R, Python, Tableau, NVivo, and advanced analytics tools.

### Organizing Committee

**Chief Patrons:** Ilayavallal Dr. K. Sridharan, Chancellor, KARE  
Dr. S. Arivalagi, Pro-Chancellor, KARE  
Dr. S. Shasi Anand, Vice-President-Academics, KARE  
Er. S. Arjun Kalasalingam, Vice-President-Administration, KARE

**Patrons:** Dr. S. Narayanan, Vice Chancellor - KARE  
Dr. V. Vasudevan, Registrar - KARE

**Advisors:** Dr. P. Balamurugan, Head - Business Administration, KBS - KARE  
Dr. G. Thamaraiselvi, Head – Commerce, KBS - KARE

**Coordinators:** Dr. P. Ganesan, Dean, KBS – KARE  
Dr. M. Maria Antony Raj, Head - Social Work, KBS – KARE  
Dr. S. Gokul, Assistant Professor - Social Work, KBS – KARE  
Ms. Sakthi Sree K, Assistant Professor - Social Work, KBS – KARE

### About KARE

Kalasalingam Academy of Research and Education (KARE) (Deemed to be University) formerly Arulmigu Kalasalingam College of Engineering was established in 1984 by Kalvivallal Thiru T. Kalasalingam under the trust Kalasalingam and Anandam Ammal Charities, Founder Chairman who was a freedom fighter and Philanthropist. Kalasalingam is Located at the pristine foothills of the scenic Western Ghats of southern Tamilnadu. The college obtained the Deemed-to-be University status in 2006. The Institution has been serving the society for thirty-seven long years and it caters to the needs of the students from all walks of the society. Kalasalingam offers UG programmes, PG programmes and Ph.D programmes in various disciplines of Engineering, Science, Technology and Humanities. It is the first Institution in India to introduce a special B.Tech programme in engineering for the differently able (speech and hearing impaired) students. The Institution has been re-accredited by NAAC with 'A++' grade. Eight UG programmes have been accredited by NBA under Tier-1. The Institution continues to do indefatigable work in getting projects and research centers. It has received DST funding to establish the National Center for Advance Research in Discrete Mathematics. KARE has got the state of the art IRC with splendid high end instruments for advanced research in material sciences and life sciences. Multistoried separate hostels with plenty of facilities provide accommodation to thousands of students. The institution has spent exorbitant sum to create a world class swimming pool and indoor auditorium for sports. Furthermore KARE gives utmost importance to Intra-mural and Extra mural activities for the holistic development of the students.

### About Kalasalingam Business School

Kalasalingam Business School (KBS) is a prestigious business school in South India, renowned for its commitment to excellence in business education and leadership development. Located within the esteemed Kalasalingam Academy of Research and Education in India, KBS offers a comprehensive range of academic programs including undergraduate, postgraduate, and doctoral degrees in various fields of Business Administration, Commerce, and Social Work. The **Department of Social Work** plays a vital role in shaping socially responsible professionals by integrating academic rigor with community engagement, field-based learning, and research. It emphasizes human values, social justice, and empowerment, preparing students to address contemporary social issues such as poverty, gender inequality, child rights, disability management, and community development. Through collaborations with NGOs, government agencies, and corporate sectors, the department provides hands-on experience in social intervention, policy advocacy, and sustainable development practices. Together, KBS and the Department of Social Work create a multidisciplinary learning ecosystem that nurtures not only managerial excellence but also compassion, ethical responsibility, and a commitment to social transformation - equipping students with the skills, knowledge, and mindset necessary to thrive in the global business and social landscape.



**KALASALINGAM**  
**ACADEMY OF RESEARCH AND EDUCATION**  
**(DEEMED TO BE UNIVERSITY)**

Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A++" Grade

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## 1<sup>st</sup> SERIAL WORKSHOP ON RESEARCH METHODS & MULTIVARIATE STATISTICAL TOOLS FOR MANAGEMENT RESEARCH

Phase – I: November 03 – November 05, 2025

**Unstructured Data Analytics, Research  
Problem Selection & Instrument  
Preparation – Reliability and Validity  
Tests**

Phase – II: February 13 – February 15, 2026

**Multivariate Statistical Tools for  
Management Research – Applications  
and Uses**

### Coordinators

**Dr. P. GANESAN**

**Dr. M. MARIA ANTONY RAJ**