



**SCHOOL OF MANAGEMENT**

(Sri Sivasubramaniya Nadar College of Engineering)

Rajiv Gandhi Salai, Kalavakkam, Chennai - 603 110.

Registration & payment  
**RS. 2360 (INCL GST)**

Click on the link for payment

[HTTPS://RZP.IO/RZP/BFKE8CML](https://rzp.io/rzp/bfke8cml)

QR for payment



## ACCOMODATION OPTIONS

Participants may choose to commute daily or stay on campus accommodations. Please contact coordinators for specific arrangements.

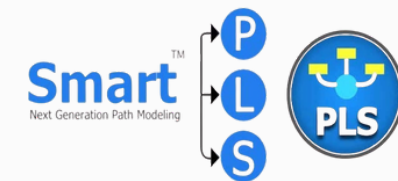


**5 Days FDP on**

## COMPREHENSIVE RESEARCH METHODOLOGY AND DATA ANALYTICS FOR HIGH- IMPACT PUBLICATIONS

**For Management & Social Science Scholars**

Our FDP provides a "free 2-month SmartPLS license" key upon registration.



SmartPLS software enables the researcher to perform a PLS-SEM, CB-SEM, Multi-group analysis, and Endogeneity Analysis, among others. SmartPLS is a multifaceted software that can now help researchers to produce a strong methodological component in their research papers.



**4<sup>TH</sup> - 8<sup>TH</sup> MAR, 2026**

## TOPICS TO BE COVERED



**Day 1: Systematic Literature review**

**PROF. BHARADHWAJ SIVAKUMARAN**

**Chair Professor of Marketing, Great Lakes Institute of Management, Chennai**

**Day 2 & 3: Advanced Research Methods: SEM, Bias, and Endogeneity**

**DR. HARINDRANATH R. M.**



**Day 4: Bridging Research Gaps through Model Development**

**DR. MURUGAN PATTUSAMY**

**Assistant Professor, University of Hyderabad**

**Day 5: Story Telling: Pedagogical Approach**

**DR. NIVEDHITHA KS**

**Associate Professor, IIM Kozhikode**



**Dr. Kirubaharan B**

**SSN School of Management**



**Dr. M. Prasanna Mohan Raj**

**SSN School of Management**

## RECOMMENDED FOR

- Faculty members
- Research mentors
- Academic advisors
- Research scholars
- Any passionate learner is welcome to attend

## HIGHLIGHTS

- Expert-Led Sessions
- Hands-on Workshops
- Practical Research Guidance
- Full day engagement
- Networking, lunch & High tea
- Certificate for participation

## CONTACT US



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