

Break	Lunch Break	(1.00 P.M to 2.00 P.M)
2.00 pm – 3.15 pm Thesis / Dissertation Writing	<ul style="list-style-type: none"> Thesis format Management Theory Misleading Issues in Analysis Importance of Data Analysis 	<ul style="list-style-type: none"> Novelty of Thesis Theoretical Contributions Practical Contributions
Break	Refreshment (Tea/Coffee/ Biscuits)	(3.15 P.M to 3.30 P.M)
3.30 pm – 5.00 pm Tips for Publication in Citation Journals	<ul style="list-style-type: none"> Dos and Don'ts for Journal Article Publications Embarking Research 	<ul style="list-style-type: none"> Initial Challenges Some Practical Issues
Valedictory & Feed Back Session		(5.00 P.M to 5.30 P.M)
5.00 PM to 5.30 Valedictory & Feed Back	<p>Dr. N. Ramesh Director, REVA University, Bengaluru, Karnataka.</p> <p>Sri. B.A. Ananthram Governing Council Chairman, Seshadripuram Academy of Business Studies, Kengeri</p> <p>Prof. Jayarama Principal, Seshadripuram Academy of Business Studies, Kengeri</p> <p>Dr. V. Selvaraj Secretary of Primax Foundation, Bangalore, Karnataka.</p>	

Convener

Dr.K.V. Ramanathan Professor of Finance & Marketing Primax Foundation, Bangalore. Ph: 09986530012	Smt. Roopashree U. IQAC Coordinator, SABS, Kengeri Ph: 991646436	Smt. Padmapriya FDP Coordinator, SABS, Kengeri Ph : 8050500884	Shivakumar S.L. Assistant Professor SABS, Kengeri Ph: 9880040316
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REGISTRATION FEE

Registrtrion Fee	Amount
Research Scholar (Ph.D, M.Phil & PG)	INR 1,000 /-
Academicians	INR 1,200/-
Corporate s	INR 1,500/-

- ♦ The fee include the Participation fee, FDP kit , Materials, Certificate, refreshment, Executive Lunch
- ♦ Accommodation will be provided to outstation participants on prior request & Confirmation with an additional charge of Rs. 1,000/Person/Day.

The Participants are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of **"PRIMAX FOUNDATION"** payable at Bangalore on or before 05-02-2018.

NEFT

Name of the Account : Primax Foundation
Account No. : 166111100001608
(CurrentAccount)
Bank Name : Andhra Bank
Place : Kengeri Satellite Town,
Bangalore-60
IFSC Code No. : ANDB0001661
MICR CODE : 560011038

Postal Address

Prof. T.Rajeswari
President, Primax Foundation
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Primaxfoundation2015@gmail.com

Best Wishes from



Prof. T. Rajeswari., M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)
President, Primax Foundation, Bangalore. 56

Prof. T.Rajeswari, founder of **Primax Foundation,** is an educationist and a visionary with lot of innovative ideas. She is a staunch believer that "Progress can be attained only by research activities". As the President, she will spearhead all efforts and we will work to the best of our abilities. We look forward to continuously receive the support and encouragement from our faculty. I would like to personally invite you to our 1st FDP on 10th February 2018.

www.primaxijcmr.com



PRIMAX FOUNDATION

Bengaluru, Karnataka

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Reg. No. JNR-S211-2015-16



Be a Hero. Always say,
"I Have no fear"

In Association With
Seshadripuram Academy of Business Studies, Kengeri
(Recognized by the Govt. of Karnataka & Affiliated by Bangalore University)

&
IQAC

One Day - Faculty Development Programme

on

"THESIS & ARTICLE WRITING: FROM COPPER STRIP TO GOLD BAR"



Date: 10th February 2018 Time 8.30 AM to 5.30 P.M

Venue : **College Seminar Hall A/C**
18, 3rd Main Road, Behind Post Office,
Kengeri Satellite Town, Bengaluru – 560060

Contact: Prof. T. Rajeswari Ph: 08971725451

www.primaxfoundation.com

ABOUT PRIMAX FOUNDATION

Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G), Bangalore, Karnataka, India. Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and molding them to suitably fit into all aspects of corporate requirements. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

About Seshadripuram Academy of Business Studies

SABS was established in the year 2005 by Seshadripuram Educational Trust which is a public charitable Trust that was established in the year 1980 by the Seshadripuram Educational Association. Seshadripuram Educational Trust believes that individual from each stratum of society needs affordable, relevant, and quality education to fulfill personal aspirations. The Vision of the Trust is to constantly strive towards meeting this social need by inclusion and expansion of newer streams of academics in its institutions and provide World - Class Infrastructure for Learning, Research and application of knowledge. The Trust's goal is to emerge as a global conglomerate of premier academic institutions, each taking pride in having nurtured knowledge that will lead to happiness, peace, harmony and prosperity. Affiliated to the Bangalore University and managed by the SET, the college is trying to contribute its every bit to serve the society under the guidance of the eminent members of the Governing Council who have boosted every activity of the college.

About the FDP



Research in Common Parlance refers to search for Knowledge. The Study of research methodology gives the researcher to undergo the necessary training in gathering material and arranging or card-indexing them, participation in the field work when required, and also training in techniques for the collection of data appropriate to particular problems, in the use of statistics, questionnaires and controlled experimentation and in recording evidence, sorting it out and interpreting it. In fact, importance of knowing the methodology of research or how research is done stems from the deliberations in FDP. The faculty development Programme is designed to train the research scholars understanding the research concepts, methodology and setting the hypothesis for the Research work pertaining to Ph.D and Article writing. The objective of this FDP is to elicit the technical challenges in performing Good Thesis & Data

Analytics". It aims to discuss how to write a good research paper and Thesis its related issues.

Objectives of the workshop

- Conceptualising Research and Writing
- Introducing Research Methodology
- The Language of Research
- Organizing Resources
- Literature Review and Thesis Writing
- Different Style Manuals and their Implications
- Mechanics of Writing
- Resources and Metrics for Writing Research Articles
- The Rhetoric of Research
- Library Resources and Services



Who all can Participate?



- Post Graduate Students (Any Discipline)
- Research Scholar,
- Faculty Members and
- Corporates.

Our Chief Resource Person



Dr K.Jayaraman

Professor, Taylor's Business School (TBS)
Taylor's University, Malaysia

Professor Dr. K. Jayaraman, Taylor's Business School, Taylor's University, has 31 years of Teaching, Research and Consultancy experience in Quantitative Research Methods and have executed numerous major projects for National and International Organizations. He has guided 10 Doctorate candidates (Ph.D.) in Management/Business and 2 Doctorate of Business Administration (DBA) candidates at Graduate School of Business, Universiti Sains Malaysia (USM), Penang. He has received the Best Teacher Award for eight consecutive years in Indian and Malaysian Universities. He is specialized in subjects like Operations and Quality Management, Service Innovation, Tourism and Transportation. He has published more than 90 research articles in International and National Journals. He received the prestigious "Sanggar Sanjung Award" for research publication at USM during the academic year 2012-13. He has conducted more than 100 workshops in various areas of quantitative research methodologies for staff, research scholars and post-graduate students. During his two decades of professional tenure at India, he has conducted extensive training to the executives of IT; Banking; BPO & KPO call centers; Manufacturing Industries for six-sigma Green Belt and Black Belt courses on Total Quality Management and Lean Manufacturing. He has a wide range of experience in data analysis using Statistical Software and carried out major projects for WHO, Intel, Ford, Office Tiger and Airtel. He is an Associate editor and member in the editorial board of seven reputed Journals globally. He has been serving as a Key-note speaker, Resource person and Chairperson for numerous International Conferences. He was a Visiting Professor for Korea E-Trade Research Institute, Chung-Ang University, South Korea, Newcastle Business & Law School, The University of Newcastle, Australia, Nuremberg University, Germany, SP Jain Institute of Management, Mumbai, and Vellore Institute of Technology (VIT), Chennai, Tamil Nadu, India. He served in the various administrative positions both at India and Malaysia.

Program Schedule – 10th February 2018

Time	Topics Cover
08-30 -9.00 A.M.	Registration of Participants (8.30 AM to 9.00 AM)
09-00 A.M. To 9.00 A.M.	Inaugural Session Chief Guest Dr. Easwaran Iyer Dean Commerce and Director of Industry Interface, Jain University Bangalore. Sri. B.A. Ananthram Governing Council Chairman, Seshadripuram Academy of Business Studies, Kengeri Prof. Jayarama Principal, Seshadripuram Academy of Business Studies, Kengeri Dr. V. Selvaraj Secretary of Primax Foundation, Bangalore, Karnataka.
9.00 am – 10.30 am	Research Methodology <ul style="list-style-type: none"> • Research Paradigms • Research Methods • Types of Research Studies • Research Gaps • Problem Statement
Break	Refreshment (Tea/Coffee/ Biscuits) 10.30 A.M. to 10.45 A.M
10.45 am – 1.00 pm	Literature Review <ul style="list-style-type: none"> • Content Analysis • Meta-Analysis • Conceptualization of Research Model • Hypothesis Development