



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (Autonomous), VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognised u/s 2 (f) & 12(B) by UGC Act, 1956-Permanently Affiliated to Thiruvalluvar University

Accredited by NAAC with "A" Grade (3<sup>rd</sup> Cycle) – An ISO 21001:2018 EOMS Certified Institution

Supported by DST - FIST

## PG & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES IN ASSOCIATION WITH VEDHAMSMIDWAY ORGANIZES FDP ON NEXT – GEN RESEARCH STRATEGIES FROM AI TOOLS TO PUBLICATION MASTERY ON 04.12.2024 to 08.12.2024 INVITATION



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN  
(AUTONOMOUS)**

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NAAC 14th Cycle | Permanently Affiliated to Thiruvalluvar University  
An ISO 21001:2018 Certified Institution | Supported by DST - FIST



**School of Business**

PG & Research Department of Management Studies in  
association with "Vedhamsmidway"  
Organizes

**FDP on Next-Gen Research Strategies  
From AI Tools to Publication Mastery**

*(From 04.12.2024 to 08.12.2024)*

	<p><b>Dr. Vihas Vijay</b> Assistant Professor, O&amp;O, School of Management Studies, F&amp;O&amp;T and Commerce College for Women, Coimbatore</p>	<p><b>Topic:</b> Foundations of Research &amp; Bibliometric Analysis</p>	<p><b>Date:</b> 04.12.2024 <b>Time:</b> 11.00 am to 12.30 pm</p>
	<p><b>Dr. K.S. Sowmiya Rani</b> Editor, Eubage eCactus Symposiums Founder, Editor, &amp; Reviewer at Schemas, AWA</p>	<p><b>Topic:</b> Leveraging AI Tools for Modern Research</p>	<p><b>Date:</b> 05.12.2024 <b>Time:</b> 01.30 pm to 02.30 pm</p>
	<p><b>Dr. Shaply Abdul Kareem</b> Assistant Professor, Bengaluru University, Bengaluru</p>	<p><b>Topic:</b> Mastering Research Writing and Journal Submission</p>	<p><b>Date:</b> 06.12.2024 <b>Time:</b> 11.00 am to 12.30 pm</p>
	<p><b>Dr. Madhan Kumar</b> Assistant Professor, Welingkar Business School, Bengaluru</p>	<p><b>Topic:</b> Systematic Literature Review (SLR) Techniques</p>	<p><b>Date:</b> 07.12.2024 <b>Time:</b> 11.00 am to 12.30 pm</p>
	<p><b>Dr. Prasad Babu</b> Assistant Professor, SRM University - Chennai</p>	<p><b>Topic:</b> Multivariate Analysis &amp; Structural Equation Modeling (SEM)</p>	<p><b>Date:</b> 08.12.2024 <b>Time:</b> 11.00 am to 12.30 pm</p>

**V. Dilip Kumar Jain**    **Anand Singh**    **Dr. M. Srinivas**    **Dr. D. Vetrivelan**    **Dr. G. Deepalakshmi**  
President                      Secretary                      Principal                      Vice-Principal                      Head

*M. [Signature]*

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Vaniyambadi - 635 751.

## AGENDA



### MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI



PG & Research Department of Management Studies Organises Online Faculty Development Program on "Next-Gen Research Strategies from AI Tools to Publication Mastery" 04.12.2024 to 08.12.2024

#### AGENDA

##### DAY 1:

Prayer

Welcome Address &

**Guest Introduction** : Ms. S Dhivyadharshini,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Felicitation** : Dr. D. Vetrivelan,  
Dean, School of Business,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Resource Person** : Dr. Vihav Vijay,  
Assistant Professor,  
GRG School of Management Studies,  
PSGR Krishnammal College for women,  
Coimbatore.

**Vote of Thanks** : Ms. S Dhivyadharshini,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

National Anthem

##### DAY 2:

Prayer

Welcome Address &

**Guest Introduction** : Ms. V. Tamilarasi,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Resource Person** : Dr. K.S. Sowmiya Rani,  
Editor, Editage (Cactus Communications),  
Founder, Editor & Reviewer at Sowmis\_AWW.

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**Vote of Thanks** : Ms. V. Tamilarasi,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**National Anthem**

**DAY 3:**

**Prayer**

**Welcome Address &**

**Guest Introduction** : Ms. P Indhumathi,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Resource Person** : Dr. Shaply Abdul Kareem,  
Assistant Professor,  
Presidency University,  
Bengaluru

**Vote of Thanks** : Ms. P Indhumathi,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**National Anthem**

**DAY 4:**

**Prayer**

**Welcome Address &**

**Guest Introduction** : Dr. A. Rakini,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Resource Person** : Dr. Madhan Kumar,  
Assistant Professor,  
Welingkar Business School,  
Bengaluru.

**Vote of Thanks** : Dr. A. Rakini,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**National Anthem**

**DAY 5:**

**Prayer**

**Welcome Address &**

**Guest Introduction** : Dr. A. Rakini,  
Assistant Professor,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**Resource Person** : Dr. Prasad Babu,  
Assistant Professor,  
SRM University,  
Chennai.

**Vote of Thanks** : Dr. G Deepalakshmi,  
Head of the Department,  
Department of Management Studies,  
Marudhar Kesari Jain College for Women (A), Vaniyambadi

**National Anthem**

  
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# REPORT



## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS), VANIYAMBADI



PG & Research Department of Management Studies Organises Online Faculty Development Program on "Next-Gen Research Strategies from AI Tools to Publication Mastery" 04.12.2024 to 08.12.2024

### ACTIVITY REPORT

<b>Title</b>	Next-Gen Research Strategies from AI Tools to Publication Mastery		
<b>Organised By</b>	Department of Management Studies		
<b>Type of Activity</b>	Online Faculty Development Program		
<b>Level</b>	National		
<b>Date</b>	04.12.2024 to 08.12.2024	<b>Time</b>	11.00 AM to 12.30 PM
<b>Mode</b>	Online		
<b>Resource Person Details</b>	<ol style="list-style-type: none"><li>1. <b>Dr. Vihas Vijay</b>, Assistant Professor, GRG School of Management Studies</li><li>2. <b>Dr. Shaply Abdul Kareem</b>, Assistant Professor, Presidency University, Bengaluru.</li><li>3. <b>Dr. K.S. Sowmiya Rani</b>, Editor, Editage (Cactus Communications), Founder, Editor &amp; Reviewer at Sowmis_AWW.</li><li>4. <b>Dr. Madhan Kumar</b>, Assistant Professor, Welingkar Business School, Bengaluru</li><li>5. <b>Dr. Prasad Babu</b>, Assistant Professor, SRM University, Chennai.</li></ol>		
<b>Objective of the Programme</b>	To equip faculty with AI-enabled research skills, ethical publishing practices, and effective strategies for quality research, journal selection, and publication through expert-led interactive sessions.		
<b>Internal Participants Count</b>	<b>Faculties: 55</b>	<b>External Participants Count</b>	<b>Faculties: 215</b>

#### Summary:

The Faculty Development Program (FDP) on "Next-Gen Research Strategies: From AI Tools to Publication Mastery" was organized by the School of Business, PG & Research Department of Management Studies in association with Vedhamsmidway. The event, held from December 4th to 8th, 2024, aimed to equip faculty members and researchers with advanced knowledge on modern research methodologies, AI tools, and publication strategies.

The program began with a warm welcome address by Dr. D. VetriVelan, Dean of the School of Business, who highlighted the significance of AI-driven research and bibliometric analysis in contemporary academic studies. His insightful address set a strong foundation for the sessions, encouraging participants to embrace modern research methodologies. Following the welcome, Dr. M. Inbavalli,

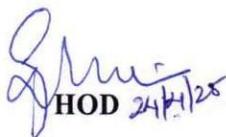
Principal of the college, delivered the felicitation address, appreciating the initiative to conduct this FDP. She emphasized the importance of continuous learning and the need for faculty members to stay updated with evolving research trends.

The five-day FDP featured a series of expert sessions by renowned academicians. Dr. Vihav Vijay opened the technical sessions with a discussion on "Foundations of Research & Bibliometric Analysis", providing valuable insights into research metrics and evaluation. On the second day, Dr. K.S. Sowmiya Rani presented on "Leveraging AI Tools for Modern Research", where she demonstrated how artificial intelligence can enhance research efficiency and accuracy. The third day featured Dr. Shaply Abdul Kareem, who focused on "Mastering Research Writing and Journal Submission", guiding participants on structuring high-quality research papers for publication. On the fourth day, Dr. Madhan Kumar introduced "Systematic Literature Review (SLR) Techniques", explaining systematic methods to conduct literature reviews effectively. The FDP concluded on the fifth day with Dr. Prasad Babu, who delivered a session on "Multivariate Analysis & Structural Equation Modeling (SEM)", an essential tool for advanced data analysis in research.

At the end of the program, Dr. G. Deepalakshmi, Admission Director & Head of the Department of BBA, delivered the vote of thanks, expressing gratitude to all the resource persons, organizers, and participants for their contributions in making the FDP a success. She acknowledged the efforts of the faculty members in organizing the event and appreciated the enthusiasm of the attendees in engaging with the sessions.

#### **Outcome of the Report:**

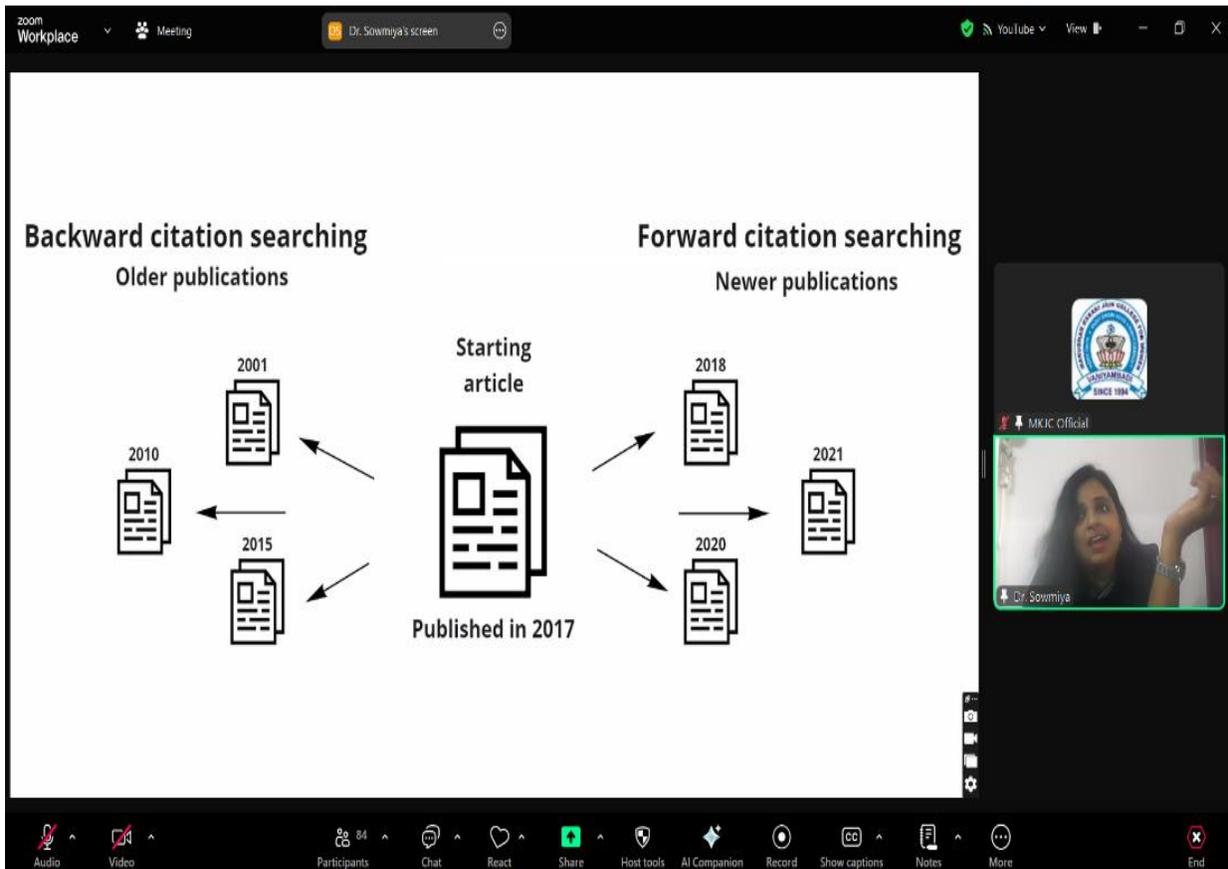
The FDP significantly enhanced participants' research capabilities by imparting practical knowledge on AI-driven tools, ethical publishing, and advanced research methodologies. It fostered a deeper understanding of journal selection, systematic reviews, and data analysis. The sessions empowered faculty to elevate the quality and impact of their research. Overall, it was a transformative learning experience for academic growth.

  
HOD 24/11/25

  
IQAC DIRECTOR

  
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# PHOTOS



*M. Sowmiya*  
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zoom Workplace Meeting Abdul Kareem's screen

# Parable of Elephant and blindfolded ones'

It's a SPEAR!  
It's a FAN!  
It's a WALL!  
It's a SNAKE!  
It's a TREE!  
It's a ROPE!

Source: Google Images

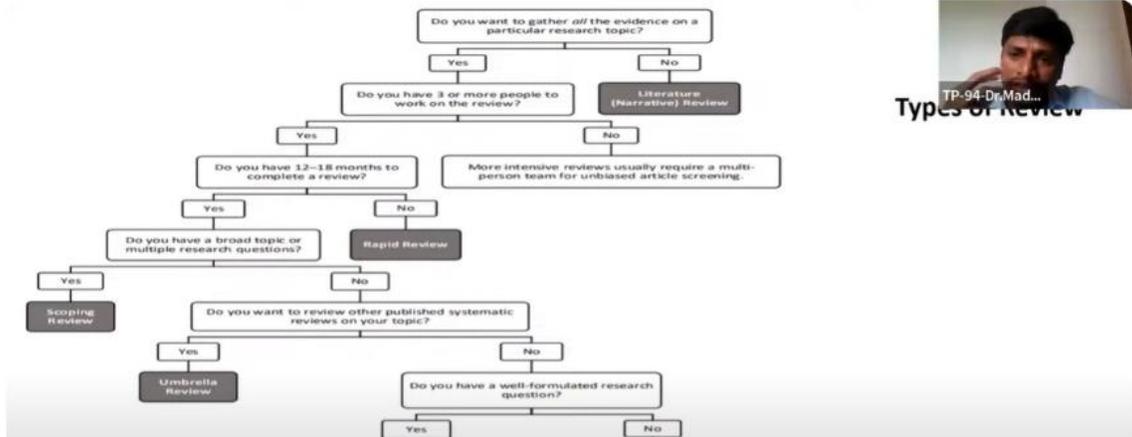
**PRESIDENCY UNIVERSITY** 45th Anniversary

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 [Established under Section 20) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved by PCI, Bangalore

Audio Video Participants 07 Chat React Share Host tools AI Companion Record Show captions Notes More End



Search



zoom Workplace Meeting prasadbabu's screen

Participants (72)

- MKJC Official (Host, me)
- prasadbabu (Co-host)
- Dr G Deepalakshmi (Co-host)
- Tamilarasi V (Co-host)
- Vedhams Midway (Ven... (Co-host)

Audio Video Participants 72 Chat React Share Host tools AI Companion Record Show captions Notes

*M. S. J.*  
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