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 (3rd 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

PRINCIPAL
Marudhar Kesari Jain College for Women (Autonomous)
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. Vihas 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.

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.

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

HOD

PRINCIPAL

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.

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

Title	Next-Gen Research Strategies from AI Tools to Publication Mastery		
Organised By	Department of Management Studies		
Type of Activity	Online Faculty Development Program		
Level	National		
Date	04.12.2024 to 08.12.2024	**Time**	11.00 AM to 12.30 PM
Mode	Online		
Resource Person Details	**1. Dr. Vihas Vijay,** Assistant Professor, GRG School of Management Studies **2. Dr. Shaply Abdul Kareem,** Assistant Professor, Presidency University, Bengaluru. **3. Dr. K.S. Sowmiya Rani,** Editor, Editage (Cactus Communications), Founder, Editor & Reviewer at Sowmis_AWW. **4. Dr. Madhan Kumar,** Assistant Professor, Welingkar Business School, Bengaluru **5. Dr. Prasad Babu,** Assistant Professor, SRM University, Chennai.		
Objective of the Programme	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.		
Internal Participants Count	**Faculties:** 55	**External Participants Count**	**Faculties:** 215

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. Vihas 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.

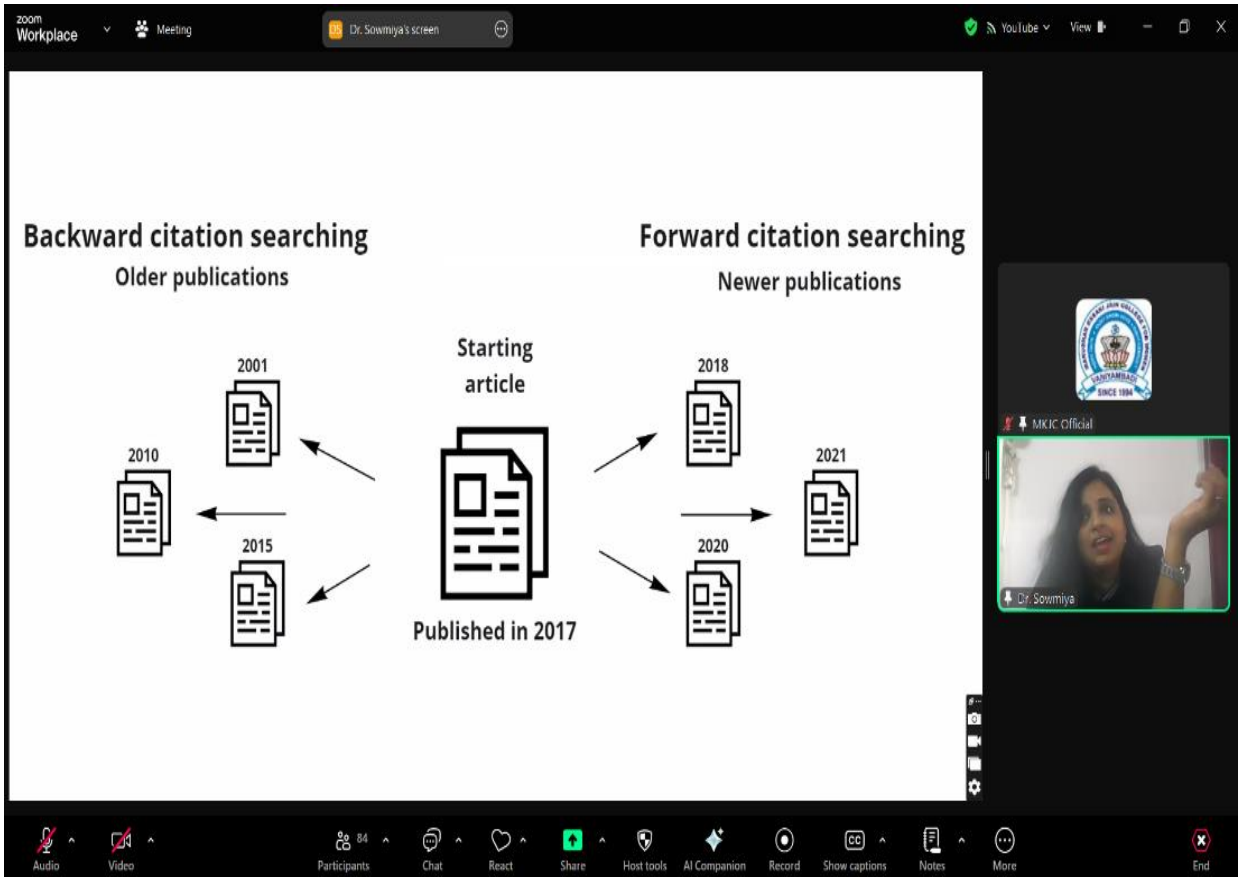
HOD 24/1/25

IQAC DIRECTOR 24/1/25

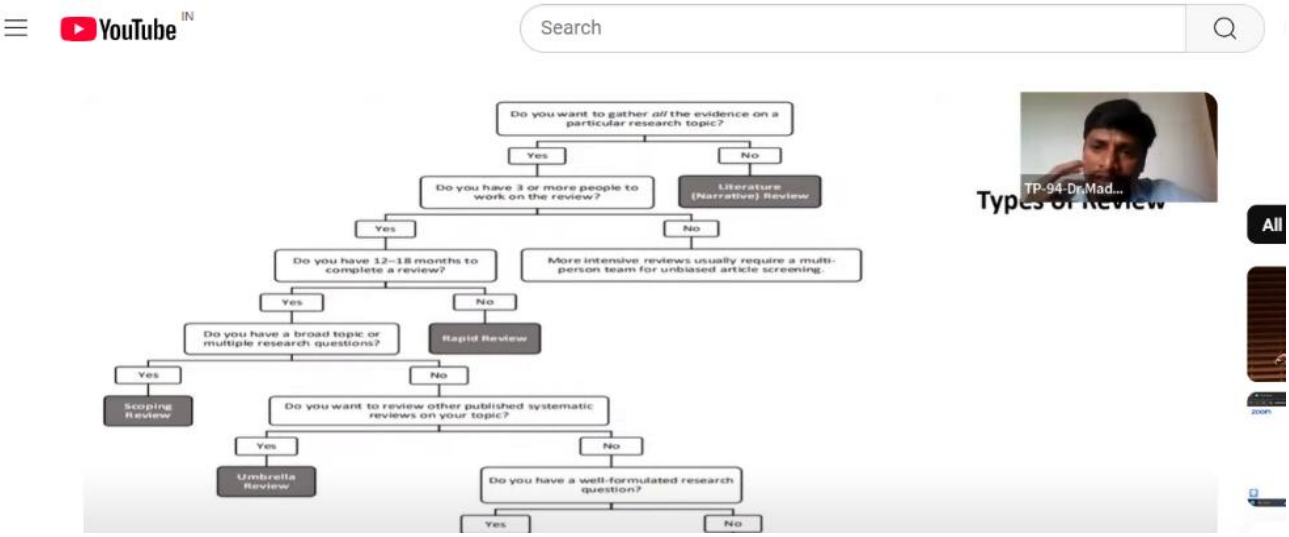
PRINCIPAL

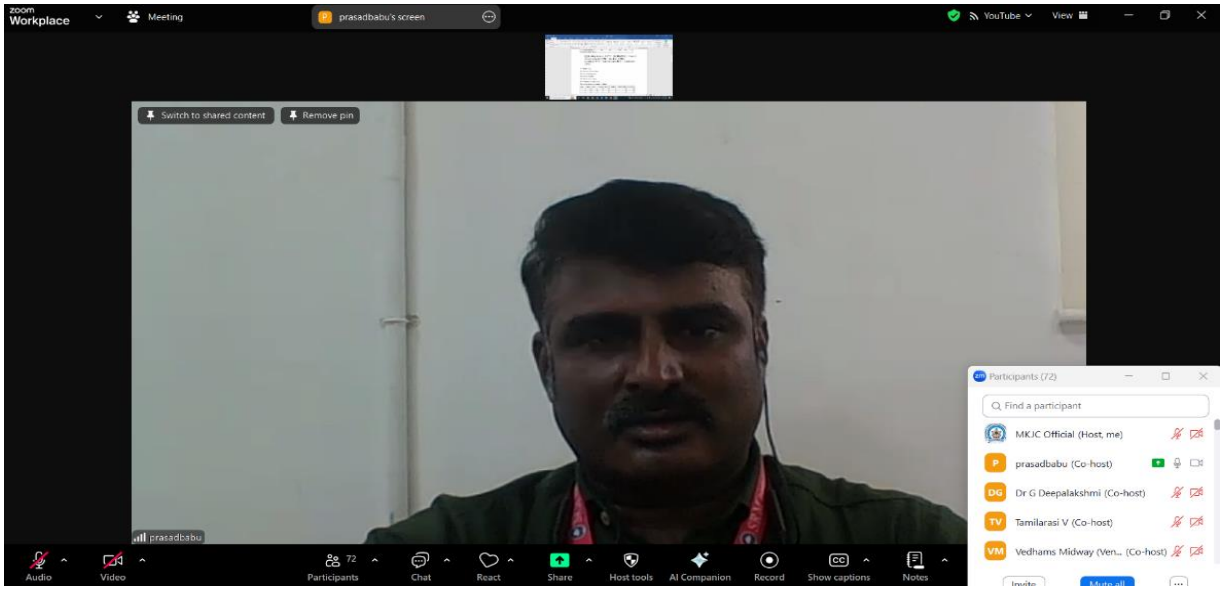
PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.

PHOTOS



PRINCIPAL
Manudhar Kesari Jain College
for Women
Vaniyambadi - 635 751





PRINCIPAL
Maruthar Kesari Jain College for Women
Vaniyambadi - 635 751