



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]

Re-accredited with an 'A++' Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore – 641 043, Tamil Nadu, India

Department of Commerce

Organizes an

One Week Faculty Development Programme

on

Advanced Data Analytics for Social Science Research

**2nd to 8th March 2026
(Hybrid)**



Time

10.00 a.m - 5.00 p.m



Venue

Library Block – Commerce Lab



Inaugural Session

02.03.2026

10.00 a.m. – 11.30 a.m.

Hi – Tech Seminar Hall

**Welcome
Address**

Dr. K. Kanniammal
Professor and Head
Department of Commerce, AIHSHEW



**Presidential
Address**

Dr. H. Indu
Registrar (i/c)
AIHSHEW



**Introductory
Remarks**

Dr. P. Santhi
Professor and Dean
School of Commerce & Management, AIHSHEW



**Inaugural
Address**

Dr. Sangeetha G.
Associate Professor
Department of Finance and Economics
Amrita Vishwa Vidyapeetham Deemed University
Coimbatore



**Vote of
Thanks**

Dr. D. Vennila
Associate Professor
Department of Commerce, AIHSHEW



Sessions and Resource Persons

DAY - 1

02.03.2026 (Monday)

11:30 a.m. to 5:00 p.m.

“Evidence Synthesis using Systematic Literature Review”



Dr. Sangeetha G
Associate Professor
Department of Finance and Economics
Amrita Vishwa Vidyapeetham Deemed University
Coimbatore, Tamil Nadu

DAY - 2

03.03.2026 (Tuesday)

10:00 a.m. to 5:00 p.m.

“E- Views for Econometric Analysis and Research Applications”



Dr. Srinivasan Palamalai
Associate Professor, CMS Business School
JAIN Deemed-to-be University, Bangalore, Karnataka

Sessions and Resource Persons

DAY - 3

04.03.2026 (Wednesday)

10:00 a.m. to 5:00 p.m.

“Bibliometric Mapping and Research Gap Analysis”



Dr. Biju. T

Professor and Head, Department of Commerce
University of Kerala, Thiruvananthapuram, Kerala

DAY - 4

05.03.2026 (Thursday)

10:00 a.m. to 1:00 p.m.

“Exploring Relationship Between Variables through Mediation Analysis”



Dr. B. Ravi Kumar

Scientist D, Footwear Biomechanics Unit
CSIR- Central Leather Research Unit
Adayar, Chennai, Tamil Nadu

DAY - 4

05.03.2026 (Thursday)

2.00 p.m. to 3:30 pm

“Project Proposal Writing for Research and Funding”



Dr. P. Santhi

Professor and Dean
School of Commerce and Management
AIHSEW, Coimbatore, Tamil Nadu

DAY - 4

05.03.2026 (Thursday)

03:30 a.m. to 5:00 p.m.

“Conceptual Frameworks for Research”



Dr. V. Vimala

Assistant Professor (SG)
Department of Commerce
AIHSEW, Coimbatore, Tamil Nadu

DAY - 5

06.03.2026 (Friday)

10:00 a.m. to 11:30 p.m.

“Moderation Analysis in Data Modelling”



Dr. B. Ravi Kumar

Scientist D, Footwear Biomechanics Unit
CSIR- Central Leather Research Institute
Adayar, Chennai, Tamil Nadu

Sessions and Resource Persons

DAY - 5

06.03.2026 (Friday)

11:30 a.m. to 5:00 p.m.

“Techniques for Classification and Decision Making in Research through Discriminant Analysis and Multivariate Data Simplification using Principal Component Analysis”



Prof. Hari Kurup K.K.

Advisor

7th State Finance Commission, Kerala

DAY - 6

07.03.2026 (Saturday)

10:00 a.m. to 5:00 p.m.

“Leveraging Structural Equation Modelling and Path Analysis and Data Analytics Using AI”



Dr. S. Sudalaimuthu

Professor, Department of Banking Technology
Pondicherry Central University
Puducherry

DAY - 7

08.03.2026 (Sunday)

10:00 a.m. to 5:00 p.m.

Assessment and Valedictory

Valedictory Session

**Welcome
Address**



Dr. K. Vidhyakala

Assistant Professor (SG)

Department of Commerce, AIHSHEW

Report of the FDP



Dr. P. Sasirekha

Assistant Professor (SS)

Department of Commerce, AIHSHEW

**Valedictory
Address**



Dr. P. Santhi

Professor and Dean

School of Commerce & Management, AIHSHEW

Greetings



Dr. K. Kanniammal

Professor and Head

Department of Commerce, AIHSHEW

Vote of Thanks



Dr. D. Vennila

Associate Professor

Department of Commerce, AIHSHEW