

Chief Patron

Dr. T.S. K Meenakshisundaram , Chancellor & Managing Trustee

Patrons

Dr.V.Bharathi Harishankar ,Vice Chancellor
Dr. H.Indu, Registrar (i/c)

Organising Team:

Advisor

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

Convenor

Dr.K.Kanniammal, HoD, Department of Commerce (9965520151)

Organising Secretaries

Dr.D.Vennila, Associate Professor (8248473771)
Dr.K.Vidhyakala, Assistant Professor(SG) (9965439557)
Dr.P.Sasirekha, Assistant Professor(SS) (9787705303)

Organising Joint Secretaries

Dr.M.Srividya, Assistant Professor
Dr.D.Vanisree, Assistant Professor

Organising Committee members:

Dr. P. Deivanai, Assistant Professor (SG)
Dr. V. Vimala, Assistant Professor (SG)
Staff Members of Department of Commerce

Registration Fee:

INR.2,500/- (For Academicians)
INR.1,250/- (For Full Time Scholars and Research Associates)
Account Details for Registration fee payment

Name of the Account Holder:

Registrar, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore - 641 043.

Name of the Bank and Branch:

Indian Bank, ADU Campus(220),
Coimbatore-641043

Savings A/C No. 6010310202 IFSC Code: IDIB000A005

Registration Link: <https://forms.gle/3hHRWceG6jtGrm3V8>

Target audience/participants with expected number

- Teaching Faculties and Research Associates
- Expected Number of Participants: 40 on First Come First Serve basis

Last Date for Registration: 20.02.2026

For queries please contact:

Mail id: aducommercefdp@gmail.com



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 1 by UGC
Coimbatore-641043, Tamil Nadu, India.



**Department of Commerce
Organises**

a

**One Week Faculty Development Programme
(Hybrid mode)**

on

**Advanced Data Analytics for
Social Science Research**

02.03.2026 - 08.03.2026



About the Institute

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore (AIHSHEW) is a Deemed to be University under category "A" by MHRD, Reaccredited with "A++" Grade by NAAC, Estd.,u/s 3 of UGC Act, 1956. The institute is an embodiment of the significant contribution of Padma Bhushan, Dr. T.S.Avinashilingam, to empower the nation through women's education. Dr. Rajammal P. Devadas, the world- renowned nutritionist has transformed the institute as one of the 'most sought-after' institute for Home Science and Higher Education. The Institute follows the principles of Sri Ramakrishna Paramahansa and Mahatma Gandhi, blending quality education with discipline, ethics, and social responsibility. AIHSHEW has expertise in various specialized areas across Home Science, Physical Sciences and Computational Sciences, Bio-Sciences, Arts and Social Sciences, Commerce and Management, Education, Engineering, Allied and Health Care Sciences granting undergraduate, post-graduate, professional and research degrees. The Centre for Continuing Education of the Institute offers variety of Online Short-term Upskilling Programs for the present students and the alumnae. Today, with over 6000 students graduating annually and 600 dedicated faculty members serving across disciplines from Kindergarten to Ph.D programmes, the Institute continues to be a beacon of women's education and empowerment.

About the Department

The Department of Commerce has been foresightedly designing and offering various programmes to meet the growing needs of the business society. The department has on roll 21 faculty members, with 16 having doctoral degrees and the rest pursuing their doctoral research. The Commerce Department strives to ensure effective understanding and development of various skills through innovative teaching methods, interactive and participative learning and ensuring high quality of research. The students have been gainfully employed in various capacities in Companies, Banks and the Insurance sector, Financial and Academic Institutions and Government Departments. Several Research Projects have been carried out with the financial assistance of various funding agencies like UGC, ICSSR etc. The department has signed MoUs with Annamalai Capital Services Private Ltd., Accent Techno Soft, MSME Technology Development Centre, and the Tamil Nadu Apex Skills Development Centre for BFSI for upgrading the knowledge of students to the current scenario.. Through MoUs with ICMA and ICSI the department offers CMA and CS Courses for upgrading the knowledge of students to come out as professionals.

About the FDP

The Faculty Development Programme (FDP) is designed to enhance the analytical competencies of faculty members in the social science disciplines. With the growing importance of evidence-based research and data-driven decision-making, this FDP introduces participants to advanced statistical techniques, analytical tools, and computational approaches relevant to contemporary research. Through expert-led sessions, hands-on training, and real time applications, the FDP equips participants to conduct rigorous empirical research, interpret complex data, and improve the quality of academic publications in the social sciences.

Objectives of FDP:

- § To equip participants with skills to analyze research data sets using Bibliometric Analysis and systematic literature analysis.
- § To enable participants to reduce data dimensionality and extract meaningful insights.
- § To enhance the ability to apply econometric methods for solving research problems.
- § To build confidence in using modern research software for data modelling and visualization.
- § To develop skills in interpreting causal relationships among variables.

Expected outcome of the FDP:

By the end of this workshop, the participants will:

- Be able to evaluate the research trends and identify research gaps.
- Competence in performing dimensionality reductions and classifications.
- Able to integrate theoretical concepts with applied statistical modelling.
- Capability to conduct time series forecasting and econometric modelling.
- Enhanced problem-solving skills for applied research

Proposed Sessions and Resource Persons:

"Leveraging Structural Equation Modelling and Path Analysis and Data Analytics Using AI"

Dr.S.Sudalaimuthu

Professor, Department of Banking Technology,
Pondicherry Central University , Puducherry.



"Bibliometric Mapping and Research Gap Analysis"

Dr. Biju. T

Professor and Head, Department of Commerce,
School of Business Management and Legal studies,
University of Kerala, Thiruvananthapuram, Kerala



"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



"Exploring Relationship Between Variables through Mediation Analysis and Moderation Analysis in Data Modelling"

Dr.B.Ravi Kumar

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



" Project Proposal Writing for Research and Funding"

Dr. P. Santhi

Professor and Dean, School of Commerce and Management,
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore.



"E- Views for Econometric Analysis and Research Applications"

Dr. Srinivasan Palamalai

Associate Professor, Department of Economics,
CMS Business School, Jain (Deemed to be University),
Bengaluru, Karnataka.



"Evidence Synthesis using Systematic Literature Review"

Dr. Sangeetha G.

Associate Professor, Department of finance and Economics,
Amrita Vishwa Vidyapeetham Deemed University, Ettimadai, Coimbatore.



"Conceptual Frameworks for Research"

Dr. V. Vimala

Assistant Professor (Selection Grade), Department of Commerce,
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore.

