SRI SUBRAMANYA SWAMY GOVERNMENT COLLEGE TIRUTTANI

DEPARTMENT OF BUSINESS ADMINISTRATION

INTERNATIONAL WORKSHOP ON BUSINESS RESEARCH –REPORT

The department of Business Administration conducted a international workshop on 24th **February 2020** at the smart room air conditioned hall on the topic "**Business Research**" The program started around 10.30 A.M with a traditional invocation song Tamil Thai vazthu sung by the students of BBA department.

Dr.K.Hari Head and Assistant Professor Department of Business Administration delivered the welcome address. In which he welcomed the principal, the resource person, the Heads of various departments, Professors from other departments, students' participants office staffs and friends from the media for this workshop. In his welcome address he highlighted students about the importance of the workshop and asked the students to make best use of such opportunities to enhance their research skills which will help in their future project works.

Dr.R.Sumathi Principal of the college presided over the function and gave the presidential address in which she advocated the importance of attending this kind of workshops and suggested the future research aspirants to enhance their research skills and come out with innovative ideas to contribute for upliftment of the society.

The first session started around 11.00 am   **Dr.A.N.Solaiappan Assistant Professor of Business Administration department gave a briefing about the theme of the workshop**.

Dr.A.Senthil Rajan Assistant Professor of Business Administration department introduced the resource person Dr,B.Nimalathasan B.Com, PGDM., HNDA., Ph.D., Professor and Head Department of Management studies and Commerce, University of Jaffana, Srilanka, and briefed about his achievements and contributions in the field of research.

Professor Dr.B.Nimalathasan started his session around 11.10 am. In his introduction speech he quoted about the importance of smart work rather than hard work and gave the example of the story of thirsty crow which acted smartly to quench its thirst at times of a crisis situation. He insisted students to do smart work than hard work at the same time not to copy and paste from internet. He also stated the research work to be original and avoid plagiarism. He further said knowledge can be gained through experience and learning. He quoted three L's (Life, Long, Learning)

The next topic he discussed in the workshop was how to identify research topics.

In this regard he suggested students to first discuss the topic with their respective project guides and understand the essence of the topic and later on discuss with the company were they are undergoing their project work. He further explained that now day for doing research we are using search engines but those days when internet was not there the researchers used

to go to all university libraries to search for pertinent information for review of literature and for constructing the objectives.

The next topic discussed in the workshop was how to establish objectives

In this context he insisted the researches to be smart in setting their objectives and gave abbreviation expansion for the word SMART

S = Specific: the objectives should be specific in nature, should have a goal

M = Measurable: the objectives should be capable of being quantifiable

A = Attainable: the objectives must be realistic and achievable

R= Resourceful: the objectives should have the ability to find quick and clever ways to overcome difficulties.

T= Tactful: the objectives should have skill and sensitivity in dealing with difficult issues.

He advised students that when you are doing research as a student in a college you will find it difficult but when you complete your project you will become an expert. And insisted to establish objectives within the time frame

The next topic in the workshop was how to set hypothesis

In this context he explained the meaning of hypothesis and gave two examples to make the session more interesting. He stated when an explanation is based on limited evidence, it can either be true or false, hence it becomes an assumption and this becomes the starting point for further investigation.

The two examples quoted by the resource person in this connection was

1. Abrimapattar : he quoted the story of ammavasai a day where the moon will not come, but in Abiramapattar life the moon came on ammavasai because of his devotion towards a deity (goddess) can this be taken as a hypothesis ?

2. Brinjal (vegetable) come towards the earth whereas Green Chilli grows towards the sky hence, can Newton's law be rejected?

For this purpose he suggested to make use of relevant statistical tools available to find out the relationship between two variables and to know whether a hypothesis is accepted or rejected.

In his concluding session he insisted students to do research both qualitatively and quantitatively as social science research deals with human sensitivity it has to be dealt carefully.

The vote of thanks was delivered by Mr,R,Raja Assistant Professor, he thanked the Principal for according the necessary permission to organize the program , he thanked Dr.K.Hari the Head of Department of BBA for his support and encouragement, he thanked the resource person Professor Dr.B.Nimalathasan for his lively and interactive workshop

session and for his valuable time, he thanked all the department staffs for their support for successful conduct of the program , he thanked the staffs from other departments, for their moral support , he thanked the Students for their active participation in the workshop , he thanked all the office staff for their support, and finally he thanked the friends from media for their news coverage.

The master of ceremony was carried by Dr. B.Shanthi Assistant Professor and the invocation part was taken care by Dr.S.Padmanaban Assistant Professor BBA Department.

As a mark of respect the program concluded with the National Anthem.

Prepared by

Dr.A.Senthil Rajan   **Dr.K.Hari**

Assistant Professor   **HOD- BBA**