

# REPORT

*Faculty Development Program*

**LITERATURE REVIEW AND  
RATIONALISATION OF  
RESEARCH METHODS**

Department of Commerce, CHRIST  
(Deemed To be University)

Research Skill Development



## RESOURCE PERSONS

Dr. Uma V R is an M.Com graduate from Pondicherry University. She has got her Doctorate from Bharathiar University. She has 20 years of experience in teaching Marketing, Insurance, and Research Methodology at post graduate and under graduate levels. In addition, she has two years of work experience in Whirlpool, India. Currently she is the coordinator of the PhD programme at CHRIST (Deemed to be University). She has presented papers at national and international conferences. She has published numerous articles in reputed journals. She also filed a couple of patents.



Dr. Anand Shankar Raja is an M.Com graduate from Bharathiar University and a PhD from SRM Institute of Science and Technology. He also has MBA and PGDIB degrees from Bharathiar University. He is equally passionate about teaching and research. He has presented papers at various national and international conferences. He has published numerous articles in reputed journals. He has expertise in qualitative research designs and tools.



Prof. Lakshmi B is an M.Com graduate from BMS College for Women, affiliated to Bangalore University. She also has MBA from Sikkim Manipal University. She has cleared NET, JRF and is currently pursuing PhD in the field of Employer Branding at CHRIST (Deemed to be University). She has presented papers at various national and international conferences and has published articles in reputed journals. She has expertise in quantitative analysis using various statistical packages.



*P. Thibala Vincent*  
CHRIST (Deemed to be University)  
Department of  
Commerce  
\* Bengaluru-29 \*

## SCHEDULE

Day	Date	Batch I	Batch II
I	02-07-2020	Content Coding	Systematic Review of Literature
II	03-07-2020	Systematic Review of Literature	Rationalization of Statistical Tools
III	04-07-2020	Rationalization of Statistical Tools	Content Coding

## DATE & VENUE

The Faculty Development Program took place on 2-4 July, 2020 using the Webex Event Platform. The sessions were scheduled on each of these dates in the evening hours in light of various considerations; one being to ensure the participants' daily work routine remained unaffected. The invitation links to the sessions were sent to all the participants at-least a day in advance along-with additional information in order to avoid any last minute hassles.

## PARTICIPANTS

The FDP was attended by a total of 113 participants from different parts of the country. In order to ensure that there is a higher level of engagement between the resource persons and the participants, two batches were created for the FDP and the resource persons took one session each for both the groups. The list of participants is attached towards the end of this report as Annexure 1.

## INAUGURATION

The inaugural session started with a welcome note, and a short introduction to CHRIST Deemed to be University and the Department of Commerce, followed by a couple of prayer songs. Thereafter, Dr. Tomy K Kallarakal, Dean, School of Commerce, Finance and Accountancy and Dr. Theresa Nithila Vincent, Head of Department, Department of Commerce addressed the participants of the FDP. Extending a warm welcome to the participants, Dr. Tomy K Kallarakal stressed on the importance of quality research in social sciences and the constant need to learn and upgrade ourselves about new methodologies. Dr. Theresa Nithila Vincent highlighted the impact of COVID-19 on academia and went on to discuss the rise of Education 4.0 and the associated challenges with regards to adopting new technologies. She concluded by wishing all the participants a great learning experience.

## TECHNICAL BRIEFING

Dr. Shijumon KJ and Prof. Haresh R, the members of the technical team, then briefly explained the different features of Webex to the participants of both the batches as many of them had not used the platform before. The participants were informed on how to use the Chat, Q&A and Hand Raise features in order to interact with each other and the panelists, whenever they have any doubts.

*Theresa Vincent*  
  


## SESSION I: CONTENT CODING

**Day 1: 02/07/2020**

The resource person for the first session was Dr. Anand Shankar Raja. The session began with a presentation on how to explore academic databases like Scopus to identify high impact research journals. He also highlighted on the use of Boolean technique to identify the right research papers. His session mainly focused on content analysis technique as he explained through interactive examples, how data is coded, entered and then analyzed manually. Responding to a few queries from the participants who didn't have access to the research databases, he also shared tips on how to identify relevant research works that are freely accessible using Google Scholar. Towards the end of his session, Dr. Raja shared details about the forthcoming issue of the Ushus Journal and informed the participants to contribute research papers for the same.

## SESSION II: SYSTEMATIC REVIEW OF LITERATURE

**Day 2: 03/07/2020**

The session started with a short welcome note and introduction of the resource person, Dr. Uma VR. The first half hour of the session was spent primarily on making the participants aware about the need for literature review and how can researchers establish the novelty factor in their studies using literature review. She also explained the different types of literature review and the application of mind mapping technique in the same. Dr. Uma then delved into the process of systematic review, explaining each step in great detail. The session was very interactive and participants were actively engaged in the session with many incoming questions both during and after the session.

## SESSION III: RATIONALIZATION OF STATISTICAL TOOLS


**Day 3: 04/07/2020**

The session began with a brief introduction of the resource person, Prof. Lakshmi, B. She emphasized on the need to identify the right statistical tool for research based on three key factors – Type of data (*cross sectional, time series data, panel data*), research objectives (*what is the study trying to fulfill*) and the scales on which the variables used in the study are measured (*metric, non-metric*). Furthermore, she discussed various aspects of quantitative research and highlighted on the different scales of measurement. Dr. Lakshmi also illustrated methods to identify the dependent and independent variables in a study. The participants were engaged throughout the session using polls for different questions. Towards the end of the session, she encouraged the participants to identify the right statistical software for their analysis.

Towards the conclusion of the FDP, Dr. Theresa Nithila Vincent, Head of Department, explained about the different themes of the upcoming webinar series that will be hosted by the Department of Commerce, CHRIST Deemed to be University. She also encouraged the participants to provide their feedback regarding the Faculty Development Program (FDP). Further, she provided instructions about the issuance of e-certificate for participation in the FDP.

The session and the FDP ended with a vote of thanks to the Management (CHRIST Deemed to be University), Dean and Head of the Department (Dept. of Commerce, CU), the resource persons, and the support team.

*Theresa Vincent*



CHRIST Deemed to be University  
Department of Commerce  
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## PARTICIPANTS' FEEDBACK

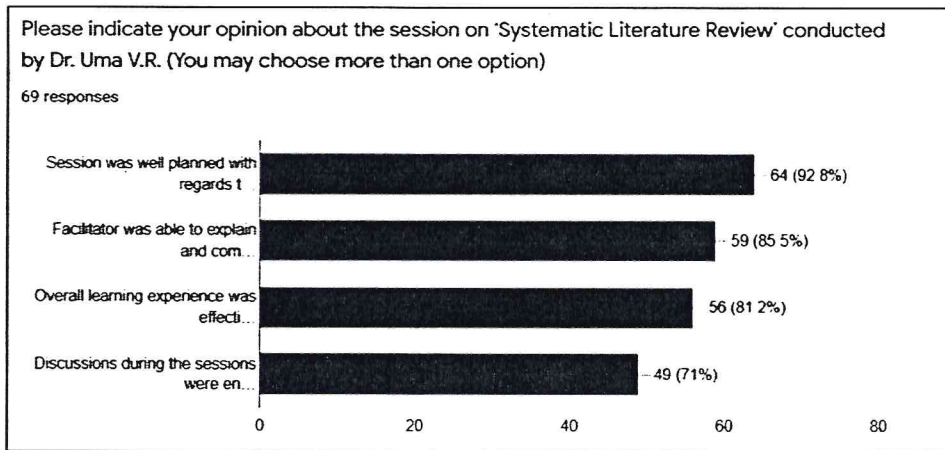
- ✓ Most of the feedback received has been positive and encouraging in nature. Around 93 percent of the participants claimed that the FDP met their overall expectations and an overwhelming 98 percent of the participants said that the trainers were good in terms of their knowledge and delivery.
- ✓ Around 97 percent of the participants stated that the organizing committee members were helpful. All the participants who filled up this survey shared that the organizing committee communicated things on time.
- ✓ Around 91 pc of the participants stated that the joining fees charged for the FDP was fair and acceptable. Another 90 percent of the participants agreed with the FDP timings saying the time slot chosen was very effective. 99 percent of the respondents shared that the format of the FDP was easy to follow.
- ✓ When quizzed about how the FDP would help them in their research endeavours, 73 percent of the participants said that it will help them in generating a new research idea and developing a research article. Another 64 percent of the participants said that this FDP has helped them in going for qualitative research methods.
- ✓ The participants also suggested that the following topics can be taken up as a topic in future workshops:
  - Structural Equation Modeling
  - Research article writing in detail
  - How to write thesis and its elements
  - Research Design in detail
  - Marketing and Sustainable Development in research
  - Research methodology and preparing the Questionnaire
  - Contemporary Legal research
  - Workshop on Introductory Econometrics
  - Statistical tools used in research and plagiarism
  - Scale development
  - Data analysis and Interpretation basics and in-depth
  - Technical writing skill required for a research article
  - Research methodology and statistical tools particularly for researchers from non-Commerce backgrounds.
- ✓ Amongst other suggestions, the participants also opined that advanced level research methodology sessions can be incorporated in future FDPs. They also made a request that the resources created for the FDP such as PPTs and video recordings can be shared with the participants. Also, since the participants cannot see each other, it is better to display a welcome slide.
- ✓ Individual feedback about each of the resource persons has been fairly positive and encouraging. The breakdown of the same is reproduced here.

*Nettula Vincent*

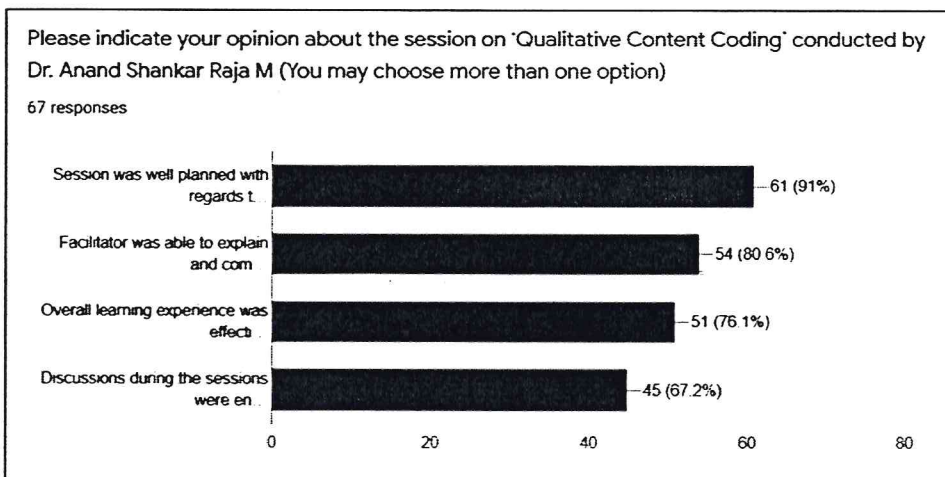


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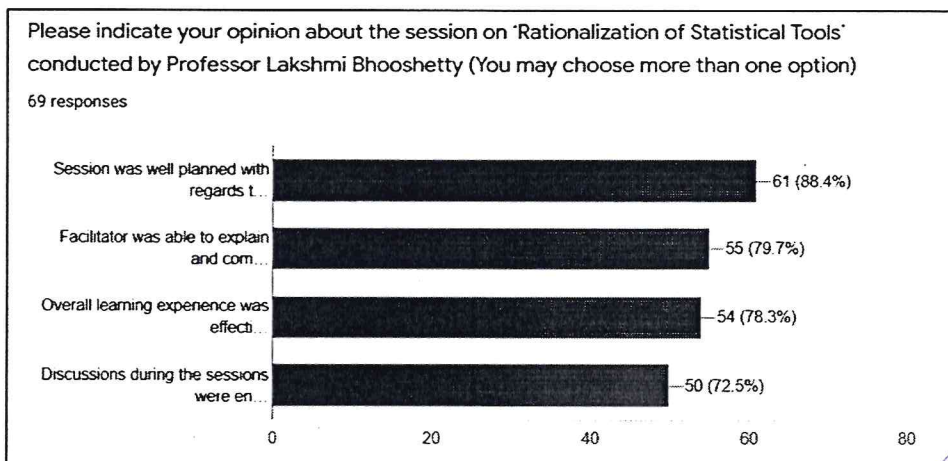
Dr. Uma VR



Dr. Anand Shankar Raja



Prof. Lakshmi Bhooshetty



*Thiruv Vincent*



**ANNEXURE 1: LIST OF PARTICIPANTS**

Bitto Benny	Venkata Mrudula Bhimaravapu	Sreoshi Dasgupta
Akshay Kumar Av	Vinodha Devi K	Thilak Venkatesan
Sunil N	Monika Thakur	Dr. N. Rajendraprasad
Mary Monica R	Dr.Vinu Sherimon	Thanuja K.A
Dr. Karuna M	Dr.Rucha U Tandulwadkar	Mr. S. K. Suman
Dr.V.Siva Sankaran	Preethi Sarah JP	Dr. Satyakumar Gopikishan Rathi
Deena Dixon	Ajmal Farhan AH	Sindhu Prabhakaran
Kishore Kumar.Y	Athira K	Prof. Stephen Deepak
Mr. Vidya Sagar Kumar	Sandhya Paidipati	Amrutha KP
Mary Immaculate Sheela L	Shobana Padmanabhan	Dr Muralidhar L B
Prathibha Vikram	G. Sathya	S C Mishra
Mrs.Vidya	Rajesh Verma	Pramod N
Shubhasish Das	Dr. A. Pankajam	Adv. Manisha Kulkarni
A.Sinthuja Cardoza	Ravikanth Reddy Vadamala	Ramya S
Dr. Raju Thota	Tanuja Dubey	Prashanth S P
Mavy Miranda	Harshitha S	S. Jaya
Maheshwari N Kumar	Surjit Singha	Dr. R.Thangarasu
A Hemalatha	Dr. Prem Kumar	Swetha Wenona Suvarna
Dr. Neerja Nigam	Preethi S J G	Dr. Britto Stalin M
Vijay K S	Raghavendra S	Dr. Debora Dhanya A
Arnab Gantait	Zareena Ummer	Gaurav Sahu
Kuldeep Singh	Ashwitha	Shushant Kumar Kushwaha
Jyothish Sebastian	Prof.C.Dhanapal	Nebu Cherian P
Dr. Priyanka Singh	B.H. Singu	S Pramila
Adorn Verma	Uma Chinchane	Hemin V. V.
Hari Yadav G	Retheesh P T	Aparna R Hawaldar
Ritu Singh	Ms Sonal Ahuja	Shampa Dev
Rohini U.Nikam	John Pradeep Kumar	Shiny Isaac
Sanjana S	Shruthi Joshi	Parthiban K
Dr. Babita Yadav	Shalini R	Nisha Borges
Pratim Chatterjee	Mr.K.Prabhakaran	Shruthi P R
Ms. Neha Arora Chawla	R.Suryakumar	B. Ambrose
Oshi Singhania	Annie Stephen	Jyoti Tukaram Tupe
Nithyashree R	Godugu Shrinivas	Suchitra Satishchandra Mendke
Praveen Kumar.E	Arunima Dube Upadhyay	Bangalore Morarji
Tejaswini G	Nagendra N	Tanuja S
Shalini	Jublee Deka	Rekha Verma
Deepak Joy Mampilly	Arivazagan J	

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**ANNEXURE 2: CERTIFICATE PROFORMA**



# Certificate of Participation

This is to certify that

**Mr Sandeep Kumar Singh**

has attended and completed the Online Faculty Development Programme on  
"Literature Review and Rationalisation of Research Methods" organized by the  
Department of Commerce, CHRIST (Deemed to be University),  
held from 02 July 2020 to 04 July 2020.

**Dr Uma V R**  
FDP Coordinator

**Dr Theresa Nithila Vincent**  
Head  
Department of Commerce

**Dr Tomy K Kallarakal**  
Dean  
School of Commerce,  
Finance and Accountancy

