

## Summarised Report: Day 1 - 20<sup>th</sup> Oct 2016

A three day Faculty Development Programme on “**Research Methodology and Statistical Analysis**” has been organized by the Department of Commerce from 20<sup>th</sup> to 22<sup>nd</sup> of October 2016 at Bhavan’s Vivekananda College,Sainikipuri. The delegates of the FDP comprised of academicians, research scholars and students from various colleges .The following dignitaries graced the occasion:

**1.Air Cmde(Retd) J.L.N. Sastry,VSM, Vice-Chairman, BVB, Sainikipuri Kendra**

**2.Col. M. Vijay Rao, Hon. Director,Bhavan’s Vivekananda College, Sainikipuri**

**3.Prof.Y.Ashok, Principal, Bhavan’s Vivekananda College,Sainikipuri**

**4.Prof.Laxman Gaddam, Dean,Dept of Commerce, Osmania University - Chief Guest for the Opening Ceremony**

**5.Prof. A. Vidhyadhar Reddy, Director of Centre for Management Studies, Nalsar Law University**

**6.Dr.K.Sreelatha Reddy, Head, Dept. of Commerce, Bhavan’s Vivekananda College,Sainikipuri**



The program commenced with the lighting of lamp followed with the address by the dignitaries



**Dr.K.Sreelatha Reddy**, welcomed the gathering and briefed upon the proceedings of the program and discussed that it is imperative to inculcate a research culture and have a continuous updating about the current trends in research among the teaching faculty mainly focusing on the point that teaching and researching need to go hand in hand.



**Prof.Y.Ashok**, addressed the gathering where he threw light on the norms of enrolling for Ph.D program as there is paradigm shift from the past 10 years and the level of difficulty and devotion required to acquire an admission into research activities. Sir extolled the aptness of the topic selected for the faculty development program and its helpfulness to the academicians.

**Col.M.Vijay Rao** motivated the delegates with his thought provoking words which quoted on the act of pursuing any research with utmost sincerity and endless dedication.



**Air Cmde (Retd) J.L.N. Sastry**, addressed the gathering by appreciating the Dept. of Commerce for being well equipped in order to go about conceiving the idea of a Faculty Development Program on Research Methodology and Statistical Analysis. He told that research is an unending tunnel and the scope of conducting it very vast.

**Prof. Laxman Gaddam**, the chief guest for the opening ceremony, addressed the gathering with his message where he explained that how the methodology of research has erupted to new and innovative changes in the world of globalization which has increased the importance and value of the service sector of all emerging economies.



The technical session commenced with **Prof. A. Vidhyadhar Reddy**, with his charismatic aura and enthusiastic way of interacting with the delegates captured the attention of everyone present. The session covered the topic of “Identification of Research Gap & selection of problems and Research Design”. He focused on the unending process of Research and vitally explained the importance of identifying the problem, and to understand the problem, one needs to clearly define the objectives, examine the sources and conduct a systematic literature review. Besides, the questionnaire needs to have a systematic framework with a proper sequencing of events and the results need to be calculated using an appropriate measuring tool. He also discussed on the importance of selecting an area of study from a massive scope of study in several fields hence making it important to explore the several problems and defining one out of the many problems. He concluded the session with the concepts of Natural and Controlled experimental design, Hypothesis testing, drawing of the accurate inferences, usage of the appropriate statistical tools.



The second technical session commenced after the lunch break at 2:00pm by eminent academican **Prof.B.Rajashekhar**, Dean, School of Management Studies, University of Hyderabad on the topic of “ Data Analysis- Descriptive Statistics and the Application of MS-Excel in Research”. Using the software of MS-Excel, sir showed several untouched aspects and key features which were not commonly known to the delegates, the method of finding out several statistical results in no time. He taught the several tools by which comparisons between the variables of study could be easily calculated and focused on the importance of interpreting the data than the formulaic approach which was absorbed by the delegates with rapt attention . He unraveled an innovative and practical approach towards understanding the measures of Central Tendency and measures of Dispersion.

