

NATIONAL WORKSHOP

on

Critical Perspectives of Research Methodology

14th - 18th February, 2012

REGISTRATION FORM

1. Name:.....

2. Department:.....

3. Designation:.....

4. University/College/Organization:.....

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5. Address for Correspondence:.....

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6. Educational Qualifications:.....

.....

7. Telephone No:.....

8. e-mail:.....

9. Demand Draft Details:

DD No. & Date:

Amount:

Bank:

Signature of Applicant

Signature
(Head of Institute/
Organization with seal)

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NATIONAL WORKSHOP

on

Critical Perspectives of Research Methodology

organized by

DEPARTMENT OF BUSINESS MANAGEMENT

Vikrama Simhapuri University, Nellore

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Vikrama Simhapuri University
Nellore

DEPARTMENT OF BUSINESS MANAGEMENT



Indian Council of Social Science Research

Sponsored

NATIONAL WORKSHOP

on

Critical Perspectives of Research Methodology

14th - 18th February, 2012

Venue: Seminar Hall, VSU

CHIEF PATRON

Prof. G. Raja Rami Reddy

Vice-Chancellor

PATRONS

Prof. V. Narayana Reddy

Registrar

Prof. M. Srinivasulu Reddy

Principal, VSU College

Dr. Suja S. Nair

Workshop Director

ABOUT THE UNIVERSITY

Vikrama Simhapuri University, the brainchild of the late Dr. Y.S. Rajasekhara Reddy, former Chief Minister of Andhra Pradesh, reflects the vision of the National Knowledge Commission that new universities ought to widen the access to higher education promoting equity and contribute to the making of a value-oriented knowledge society symbolizing the quest for what Jawaharlal Nehru described as tolerance and humanism. The University came into being on 25th June, 2008 by Act No.29 of 2008 enacted by the legislature of the State of Andhra Pradesh.

The university is currently offering 12 courses MBA, MCA, M.A. (English), M.Sc (Marine Biology), M.Sc (Organic Chemistry), Five year Integrated Biotechnology, MSW (Master of Social Work), MHM (Master of Hospital Management), MBA (Tourism Management), M.A. (Telugu), M.Sc (Micro Biology), and M.Sc (Bio-Technology). 126 Affiliated Colleges in Sri Potti Sriramulu Nellore District, formerly under Sri Venkateswara University, are taken into the fold of Vikrama Simhapuri University following the directive of the Government of Andhra Pradesh.

In tandem with the new UGC guidelines, the university has been in the forefront of adopting Choice Based Credit System (CBCS) by offering two courses, Soft Skills for the I Semester and III Semester and Foundation Course in Computer Applications for the II Semester and IV Semester for all the branches. The university has adopted the Cumulative Grade Point Average (CGPA) for evaluating the students performance in their academics. Project work is also made compulsory for the students to enable them to have a pragmatic approach to their study. An Internal Quality Assurance Cell is formed to have an objective appraisal of the teachers performance and to ensure academic discipline and accountability so as to lead to effective teaching-learning process.

ABOUT THE DEPARTMENT

Taking the potential of the district for development and resource generation, the Government of India has approved the creation of SEZs. These are as many as 47 large and medium industries with a total investment of 11039.56 crores. As many as 30869 small scale industries with a total 208 units, cottage industries with an investment of 43,451 lakhs exist in the district. As per the economic

census of 2005, 2, 18,744 enterprises under agriculture and non-agriculture sectors were identified. Hence the MBA course has been offered in the University with accent on the acquisition by the student of the latest trends. Thus the Department of Business Management is entrusted with the role of training students.

The Department continuously strives to enhance the skills of students through activity based learning. Case studies, role plays, management games, story building etc. The Department organizes management meets and other events to upgrade the students potential.

ABOUT THE WORKSHOP

The Workshop Sponsored by ICSSR, Hyderabad is organized by the Department of Business Management. This is a platform for the teaching fraternity to share their views and enhance their research activities and teaching capabilities. Hence the much talked theme 'Critical Perspectives of Research Methodology' would provide insights on taking up research activities which in turn would help a teacher or a scholar to deliver better results.

THEME OF THE WORKSHOP

CRITICAL PERSPECTIVES OF RESEARCH METHODOLOGY

Research methodology, a critical component of training for any research programme, seldom receives the attention it deserves in most academic institutions in India. Methodologies are often conflated with methods and techniques of data analyses, with limited understanding of the logic underlying the various techniques and methods. Even among techniques, use of quantitative data analyses is seen to be more scientific, more valid than other methods. Developments in the philosophy of social science research increasingly stress the validity of multiple truth claims with an emphasis on the location of the researcher and the importance of interpretive, ethnographic methods. Further social sciences also increasingly draw from developments in natural sciences and technology studies to enhance its explanatory domain. This has also strengthened the scope for trans-disciplinary dialogue and research drawing upon perspectives from varied disciplines. These developments are yet to find their way into coursework for researchers in many institutions.

OBJECTIVES OF THE WORKSHOP

The workshop will address issues and serve as a forum for scholars/teachers to interact and exchange notes on their ongoing work. It seeks to expose research scholars/teachers to

- an understanding of categories like methodology and theoretical perspectives and the differences
- Critical perspectives on assumptions underlying dominant standards of research
- the idea of validity of methods in positivist and interpretivist frameworks and
- recent developments in the philosophy of social science research

GUIDE-LINES

- **Only 30 participants will be allowed.**
- **Registration fee of Rs. 950/- per head for faculty members and Rs. 450/- per head for Research Scholars is to be paid at the time of Registration.**
- **Accommodation will not be provided by the university.**
- **No T.A & D.A will be given.**