



A Joint Masterclass Event of
Analytical Society of India, Data Centre and Analytics Lab (IIM Bangalore) and
Madurai School of Management (MSM) at

MSM Analytics Center Masterclass
Research Methodology for Management / Engineering / Social Studies

Date: 9-10 July [Saturday and Sunday] 2022

Time: 10.00 am – 4:30 pm

Venue: MSM Analytics Center, T, Vadipatti, Madurai

MSM Analytics Center's Masterclass is an initiative, along with the Analytical Society of India (ASI), Data Centre and Analytics Lab (IIM Bangalore) for academics and practitioners to share the research methodologies for Management, Engineering, and Social Studies. During the masterclass, domain experts will discuss complete research processes involved in modeling and qualitative research through empirically by walking through a few successfully completed PhD dissertation at IISc.

Objective: The objective of the masterclass is to help the faculty who is guiding scholars, teaching research methodology, the scholars who are carrying out research activities for PhD dissertation, the one who is planning to register for PhD program, and the people who are working in R&D projects/activities..

The following topics will be covered with empirical demonstration during the masterclass:

1. Identification of Research Problem and Problem Definition/Objectives
2. Literature Review and Research Gaps
 - ❖ Formulation of the Research Problem
 - ❖ Identification of Factors and Measurement Variables
3. Constructing Structural / Conceptual / Theoretical Model using Multi-Criteria Decision-Making (MCDM) Approach
4. Research Design
5. Finalizing the Proposed Structural / Conceptual / Theoretical Model
6. Thesis Writing

Who can Participate: Masterclass is open to participants, who are (a) guiding PhD Scholars, (b) teaching research methodology, (c) pursuing research activities for PhD dissertation, (d) planning to register for PhD program, and (e) in R&D activities.

Resource Person Dr. M. Mathirajan: He is a Chief Research Scientist (Professor) of Management Studies at Indian Institute of Science (IISc) Bangalore. He has over 25 years of teaching & research experience at IISc and has 2 years of research experience at Nanyang Technical University (NTU), Singapore.

He received M.S. (Engineering) degree by research in applied Operations Research (OR) area and PhD degree in Operations Management area from the Faculty of Engineering, IISc, Bangalore. He also holds a M.Sc degree in Mathematics of Madurai Kamaraj University and Post Graduate Diploma in OR of Anna University, Chennai.

Dr. Mathirajan has published over 195 research articles. He is a co-author of 2 books [published by Person, and PHI] and co-author of 4 edited volumes [published by CRC Press USA; Springer India; and IK Publication, New Delhi; Allied Publishers]. His book on "**Management Research Methodology : Integration of Principles, Methods and Techniques**" published by Person India is widely used across many University in India and Asian Countries as prescribed textbook..

- He is an editor of *International Journal of Mathematical, Engineering and Management Sciences (IJMEMS)*, an associate editor of *OPSEARCH*, a Flagship Journal of Operational Research Society of India (ORSI) and published by Springer, and an editorial member of *The International Journal of Advanced Operations Management (IJAOM)* of Inderscience. The ORSI awarded the Fellowship of ORSI (FORSI) to Dr. M. Mathirajan based on the assessment by the standing committee on the merit of the contributions towards the promotion & development of OR carried out by him and approved by the National Central Council of ORSI.

Dr. Mathirajan was elected as one of the National Central Council Member of ORSI (2019-2020). He recently elected as one of the Vice President of National Central Council of ORSI (2021-2022). He is also the Vice President of National Central Council of Analytics Society of India (ASI), since inception - 2012. His PhD thesis was adjudged as best thesis for "M. N. Gopalan Award of 2002-Annual Convention of ORSI".

He has guided a number of graduate and post graduate projects. So far 9 dissertations were awarded PhD degree under his guidance in IISc, Bangalore. Currently he has been guiding 11 research scholars at IISc; and he has examined about 60 PhD theses from various higher learning Institutes (such as Victoria University Australia, Universiti Putra Malaysia (UPM) Malaysia, IITs, IIMs, NITs) and Universities (such as Pondichery University, Anna University, Gandhigram Rural University, Madurai Kamaraj University, Bharathiar University, Delhi University, Dr. MGR University, etc..).

Resource Persons – Senior Research Scholars from IISc : Shri. S.R. Vigneshwaran, BTech (VIT)., MBA (PSG), and Shri. S, Bharath Shankar, BE (Anna Univ.), MBA (Madurai School of Management).

Registration: [Submit your registration for the event by paying Rs. 1000/- \(Rupees One Thousand only\) using the 'Registration Form'](#) Please note due to limited space, participants will be accommodated on a first-come-first-serve (FCFS) basis only.

[Registration fee includes Lunch and Tea \(morning and evening\) for two days.](#)

Every Registered Participant will be given a Certificate by MSM and ASI (DCAL-IIMB) / ORSI-BC (IISc Bangalore)

For Registration contact: Dr Balasubramanian, Associate Professor of MSM : 94882 81825 or send an email to sepct2011@gmail.com

**MSM Analytics Center
Madurai School of Management, T.Vadipatti, Madurai**

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9-10 July, 2022

Registration Form

Name of the Participant:

Qualifications :

College/Institute/Organization :

Contact Address.

Phone (M). Email:

Mode of payment (please tick as appropriate): NEFT / RTG / Cheque / DD

NEFT / RTG / Cheque / DD Reference Number :

Issuing Bank:

Amount: Rs. Date of Issue

Signature of the Participant

NOTE: Registration fee includes Lunch and Tea (morning and evening) for two days.

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DD / Cheque / NEFT / RTGS should be in favor of "**Madurai School of Management**" payable at T. Vadipatti.

For NEFT/IMPS/RTG, you please use the following Account Details:

Name of the Account : Madurai School of Management

Account Number : 32397423970

Type of the Account : Savings Accounts

Name of the Bank : State Bank of India

Branch : T.Vadipatti

IFSC Code : **SBIN0012765**

Please mail the registration form along with the Payment Details/Cheque/DD to "*The CEO, Madurai School of Management, NH-7 Four Lane Road, T.Vadipatti, Madurai – 625218, Tamilnadu and by email: sepct2011@gmail.com*"