



Sri Krishna  
Institutions  
Coimbatore



# SRI KRISHNA ARTS AND SCIENCE COLLEGE

DEPARTMENT OF COMMERCE B.COM A&F/M.COM IB  
ORGANIZES

A SIX-DAY INTERNATIONAL FDP ON

# “ECONOMETRIC TOOLS FOR BUSINESS RESEARCH”



HYBRID MODE  
29-01-2024 TO 03-02-2024

SCHEDULE  
29 & 30 JAN 2024 - OFFLINE FROM 9.30AM TO 3.00PM  
31 JAN 1,2,3 FEB-2024 - ONLINE FROM 6.00PM TO 8.00 PM

# **ABOUT THE COLLEGE**

Sri Krishna Arts and Science College with a vision of "Fitness for Purpose" established in the year 1997 is an autonomous Institution imparting Quality Education imbining scientific and artistic knowledge to the needs of the current generation. The Learning Model of Sri Krishna Arts and Science College is the "Vision to Wisdom Approach". The college employs Knowledge-based Learning, Industry- Exposure Training, and a Capstone Evaluation Model, all of which are tied to Outcome-based Education and enable students to be job-ready as soon as they complete their degree at Sri Krishna Arts and Science College.

## **ABOUT THE DEPARTMENT**

The Department of Commerce AF and MIB offers programs designed to provide a comprehensive understanding of commerce and business. The department offers two courses: BCOM AF and MCOM IB. The department's program not only equip students with accounting skills but also instill a sense of social responsibility, inspiring them to leverage their expertise in finance and business to positively influence society and contribute meaningfully to the achievement of national and global needs. Specializing in the Internationally recognized ACCA curriculum prepares its undergraduate students for Global success in Accounting and Finance.

## **ABOUT THE PROGRAM**

A Six Day Workshop on Applied Econometrics aims to impart knowledge on Econometrics and its Applications in the context of empirical research in the fields of Business, Commerce, Economics, Management and other Social Sciences. The applications of these analytical tools by using software have made a revolutionary transformation in research as they are becoming increasingly important for analysing critical research problems. The schedule of the workshop is aimed at theoretical understanding of topics followed by thorough practical sessions. Participants will get hands-on training.

# HIGHLIGHTS OF THE PROGRAM

- Autoregressive Integrated Moving Average (ARIMA) model
- Auto Regressive Conditional Heteroscedasticity (ARCH)

- Error Correction Model (ECM)
- Generalized Method of Moments (GMM)
- Vector Error Correction Model (VECM)

- Conducting a bibliometric analysis: An overview and guidelines
- Vector Autoregression (VAR)

- Data Envelopment Analysis (DEA)
- Corrected OLS and Stochastic Frontier Analysis

- PLS -SEM: Data Analysis Using Smart PLS 4
- Unit Root Test
- Co-integration

## REGISTRATION DETAILS & WORKSHOP PLAN

Registration fee for the Workshop is Rs.500/-

[HTTPS://FORMS.GLE/R3NHMIWXJEU6MASCA](https://forms.gle/R3NHMIWXJEU6MASCA)

### PAYMENT DETAIL:

Account Name : Sri Krishna Arts & Science College

Account No : 31128406279

Bank : State Bank of India,

IFSC : SBIN0012245

Branch : Kuniamuthur Branch

## GUIDELINES

- Online registration is mandatory to participate in the program
- Participants are asked to join the session meeting link 10 minutes prior to its commencement.
- Attendance is compulsory for all sessions and a feedback link will be shared at the end of each session.
- Certificates will be provided within seven working days to all the participants
- Participants are required to join in the designated WhatsApp group to receive the session link and other communications.

# SPEAKERS



**Dr. R. Kasilingam**  
**INDIA**

Dr. R. Kasilingam is the professor of finance, business analytics and business law. He is a multi-talented academician with MBA, CMA, ACS, ML, MCA, M.Phil and Ph.D qualifications. Prof. Kasilingam has a blend of industry and teaching experience spanning more than three decades. He has more than 183 research publications with a citation index of 225, H index of 9 and i10 index of 8. He is one of the most sought-after expert/ resource person by research scholars in India and abroad in the field of data analysis. He has organized 30+ data analysis/model building workshops, MDPs & EDPs and has been a resource person to 138+ workshops, delivered key note addresses and chaired sessions in programs organized by universities and institutes across South India.



**Dr ABDUL REHMAN**  
**MALAYSIA**

Dr Abdul Rehman - Associate Professor at INTI International University, Malaysia Specialized in Quality Management Systems In Education & Industry. Chief Editor of Asian Journal of Management, Engineering and Technology (AJMET) & Editorial Board Q2 Scopus Journal (Migration Letter). ISO 9001:2015, ISO 14001:2015, Six Sigma, Business Process Reengineering Industry Training Provider. Certified CQI, IRCA Lead Auditor and Six Sigma Black Belt Holder. Published a number of papers in Scopus (47 papers), ISI (4 papers)



**Dr Hariharan**  
**N Krishna samy**  
**MALAYSIA**

Dr Hariharan N Krishna samy - Hariharan N Krishnasamy supervises postgraduate students at FELA, INTI INTERNATIONAL UNIVERSITY. In an educational career spanning more than 30 years, he has taught several courses including Academic Writing, Semantics and Sociolinguistics. His research interests include rural education, education for indigenous peoples, intercultural communication, teaching English as a second language, and online learning. In the field of international collaboration on research and development, he is in the steering committee for the Building Social Research Capacities in Higher Education Institutions in Lao PDR and Malaysia project (BRECIL) which is part of the EU's efforts to improve research capacity.



**Dr R GANESH  
MALAYSIA**

Dr. Ganesh R is a senior lecturer with INTI International University, Nilai, Malaysia. He has more than 20 years of teaching experience and he has published articles in international journals and conferences. His research interest includes service quality and marketing research with perceived performance for satisfaction and retention to build brand image loyalty on organisation. In addition, he is also involved with cross-disciplinary research including water conservation, entrepreneurship, marketing, international business, strategic management and social capital.



**Dr ABD MAJID MOHD  
MALAYSIA**

Dr ABD MAJID MOHD ISA - PROF DR ABD MAJID MOHD ISA. PSK. DNS is full Professor at INTI International University. He specializes in Education Psychology. He served as a Deputy Vice Chancellor at University Malaysia Terengganu. He is also a member of Malaysia Council of Professors. He has published numerous papers in Scopus indexed journals. He has been instrumental in developing higher education in Malaysia.



**Dr ANAND  
SHANKAR RAJA  
INDIA**

Dr Anand Shankar Raja - Enthusiastic Market Researcher and former Assistant Professor who has worked with reputed institutions such as (SRM University, Christ University and Kumaraguru Institutions). He has earned his PhD from SRM University. He holds 20 research articles which are SCOPUS indexed. In addition, he has his research work which were presented in International Conferences such as: University of Cincinnati – Ohio (United States of America), American Marketing Association, IIT Delhi, IIM Shillong, IIM Roorkee etc.



**Ms Sherin  
Banu Batcha  
SINGAPORE**

Ms Sherin Banu Batcha – An Associate Lecture at Academies Australasia College, Singapore with a teaching experience of 19 years continues her passion of teaching new things to her students to critically analyse and execute everything they learn. Along with Academics she is also an Entrepreneur from Feb 2009 as an Owner of Exiito Education Services.

## **CONVENOR**

**Dr. Reena R**

## **MENTOR**

**Dr. Maria Williams**

## **ORGANIZING SECRETARIES :**

**Dr. T. Kumarasamy**

**Dr. P. Annamuthu**

**Ms Janaranjini M**

**Ms Harivadhani CR**

**Ms Jenifer V**

**Mr Arun Samuel J**

**Dr Sangeetha R**

**Dr Sujetthra A**

**Ms Aishwarya Lakshmi T**

**Ms Sree Ranjini KP**

**Dr Shiji R**

## **FOR ENQUIRES**

**Ms Jenifer V**

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