



**RESEARCH CELL**  
**THANTHAI PERIYAR**  
**GOVERNMENT ARTS AND SCIENCE COLLEGE**

(Autonomous and Affiliated to Bharathidasan  
University & Reaccredited by NAAC)  
Tiruchirappalli -620023, Tamil Nadu



*Organizing*

**Online Faculty Development Programme on  
INNOVATIVE RESEARCH METHODOLOGIES**

*In Association with*

**INDIAN ACADEMIC RESEARCHERS' ASSOCIATION**

**10-04-2025 to 14-04-2025 @ 5.30 pm to 7.00 pm**

**Date : 10-04-2025**

**WELCOME ADDRESS : Dr. C.PARAMASIVAN**

Associate Professor of Commerce,  
Research Coordinator

Thanthai Periyar Government Arts and  
Science College, Tiruchirappalli.

**PRESIDENTIAL ADDRESS : Dr. K. VASUDEVAN**

Principal

Thanthai Periyar Government Arts and  
Science College, Tiruchirappalli.

**DIGITAL ETHNOGRAPHY RESEARCH :**

**Dr.J. MALARVIZHI, PhD.**

HOD, Associate Professor  
Department of Commerce  
(Bank Management)

Nadar Saraswathi College of  
Arts and Science, Theni, Tamil Nadu.

**11-04-2025 - METAVERSE EXPERIMENT RESEARCH**

**Dr. SHYAMALA K**

Associate Professor, Department of Commerce  
S.D.N.B.Vaishnav College for Women  
Chennai , Tamil Nadu.

**12-04-2025 - PARTICIPATORY ACTION RESEARCH**

**Dr. DHANALAKSHMI. K**

Assistant Professor  
Christ University Bangalore , Karnataka.

**13-04-2025 - LONGITUDINAL RESEARCH**

**Dr.S.VENNILAASHREE**

Professor & Head  
Department of Commerce  
(Corporate Secretaryship) VISTAS  
Chennai , Tamil Nadu.

**14-04-2025 - SENTIMENTAL ANALYSIS**

**Dr. PRANAM DHAR**

Professor & Head  
Department of Commerce  
West Bengal State University  
Barasat, Kolkata – 700126. West Bengal.

**VOTE OF THANKS : Dr. C. PARAMASIVAN,**

Organizing Secretary,  
Associate Professor of Commerce,  
Thanthai Periyar Government Arts and  
Science College, Tiruchirappalli.

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<https://forms.gle/DULp5FEaVT2dRXEZ8>

**REGISTRATION FEE**

Rs.300/- for all participants. 50% fee concession to Staff, Research  
Scholars and students of TPGASC and Members of IARA.

Account details: (G Pay Number :9943491432 - G Ravichandran)

E Certificate will provide to all participants

