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Department of Commerce

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Dr. A. Hilary Joseph

Assistant Professor & Coordinator - B.Com (SF- Satellite Campus)

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Resource Persons

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Alagappa University Karaikudi,

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Ethiraj College for Women, Chennai

Dr. R. Sandha

CEO

Blue Pearl Technologies, Madurai

Dr. S. Sheik Abdullah

Assistant Professor of Commerce,

P.M.T College Melaneelithanallur ,

Sankarankovil.

Dr. P. Nancyprabha

Assistant Professor

Thiagarajar School of Management,

Madurai



THE AMERICAN COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University Re-accredited (3rd cycle) by NAAC with Grade 'A+' CGPA - 3.47 on a 4-point scale, NIRF - 2025: 59th Rank)

MADURAI - 625002



INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH-

SOUTHERN REGIONAL CENTRE

(ICSSR-SRC)

Sponsored

**3 - DAY FACULTY
DEVELOPMENT PROGRAMME**

on

**"NAVIGATING RECENT TRENDS IN
RESEARCH: ANALYTICAL TOOLS
AND ARTIFICIAL INTELLIGENCE"**

28, 30 & 31 March 2026

Venue : Paul Linder Love Hall

Organised by

**Department of Commerce
The American College, Madurai**

About the College

The American College, Madurai, was established in 1881 at Pasumalai by Rev. G. T. Washburn under the auspices of the American Board of Commissioners for Foreign Missions. It is a premier institution of higher education, renowned for its academic excellence, social relevance, and commitment to Christian inclusiveness. Initially affiliated with the University of Madras, the college later came under Madurai Kamaraj University in 1965. In 1978, it attained autonomous status, emerging as a pioneer in college autonomy and the Choice Based Credit System (CBCS) in India. The college moved to its present campus in Madurai in 1909 under the leadership of Rev. W. M. Zumbro, and in 1934 it came under the governance of an independent Governing Council. Its mission is to provide liberal Christian higher education to students of all faiths, preparing them for service to God, humanity, and society. At present, the college offers 32 undergraduate programmes, 20 postgraduate programmes, and 9 Ph.D. programmes, in addition to a range of vocational and community-oriented courses. The Study Centre for Indian Literature and Translation (SCILET) has earned international recognition for its academic contributions. In 2006, the college established a Satellite Campus at Chatrapatti, which became fully functional in 2015 to serve rural communities. Accredited with an 'A+' grade by the NAAC with a CGPA of 3.47 (third cycle) in 2022, and ranked 59th in the NIRF 2025, The American College has consistently nurtured leaders, scientists, administrators, and intellectuals of global repute. Its vibrant campus culture promotes pluralism, aesthetic expression, inclusiveness, and service to the marginalized through initiatives such as National Service Scheme, National Cadet Corps, Service Learning Program, Green Management Programme, Gender Studies Programme, Tamil Art Cultural & Heritage, and Library & Information Service Programme. With a vision to evolve as a Christian higher educational institution of global standards, the college emphasizes responsible global citizenship, knowledge dissemination, and socio-economic uplift through inclusive Christian values, integrating academic excellence with holistic development.

About the Department

The Department of Commerce was established in the year 1947 within the realm of the mission and vision of the college. The department started with a two-year undergraduate course which was later extended to a three-year course in the year 1957

The department grew into a postgraduate department in 1990. To meet the ever-growing demand for commerce education the B.Com program was offered under self-financing stream in 1998. To impart in-depth knowledge in computer subjects B.Com with Computer Application in 2006 and B.Com (Information Technology) in 2014 were introduced. To cater to the needs of students from the rural area, B.Com and B.Com with Computer Application courses were offered from the year 2015 in the Satellite Campus. B.Com with Professional Accounting was introduced in the year 2018 to enrich the career of the students. The Madurai Kamaraj University has recognised the department as Research Department from the year 2021.

Objectives of FDP

The Three-Day Faculty Development Programme (FDP) on “Navigating Recent Trends in Research: Analytical Tools and Artificial Intelligence” is designed to equip faculty members in the Social Sciences with contemporary research competencies. In the evolving landscape of academic research, the integration of advanced analytical tools and Artificial Intelligence (AI) has become indispensable for ensuring methodological rigor, efficiency, and innovation. This FDP aims to provide hands-on training in widely used analytical tools for quantitative and qualitative research, along with practical exposure to data interpretation and result validation. In addition, the programme will offer structured insights into the application of Artificial Intelligence in research design, literature review, data analysis, academic writing, and research ethics. Over three days, participants will gain conceptual clarity, practical skills, and strategic understanding necessary to enhance research productivity, publication quality, and interdisciplinary relevance in the social sciences.

Key Areas of the FDP

- Recent Trends in Social Science Research
- Statistical Analysis using SPSS
- Structural Equation Modelling (SEM)
- Bibliometric Analysis
- Artificial Intelligence in Research
- Financial Data Analysis using EVIEWS
- Data analysis workflow using JAMOV

Participants

Faculty members from Social Science disciplines, including Arts, Commerce, Management, Economics, Social Work, Sociology, and other Social Science disciplines. The programme is particularly beneficial for academicians engaged in empirical research, publications, and funded research projects seeking to integrate analytical tools and Artificial Intelligence into their research work.

Important Instructions

- Attendance is compulsory for all three days of the FDP. Participants are required to attend all sessions to be eligible for the certificate.
- No registration fee will be collected for participation in the programme.
- Participants are requested to bring their laptops to facilitate hands-on training sessions.
- Prior registration is mandatory, and seats will be allotted on a first-come, first-served basis.
- Accommodation will be arranged on a sharing basis for outstation participants subject to prior intimation.
- No TA/DA will be given for attending this FDP.

Important Dates

- Commencement of Registration: 10.03.2026
- Last Date for Registration: 23.03.2026
- Intimation of Selection: 25.03.2026
- Dates of the FDP: 28.03.2026 , 30.03.2026 & 31.03.2026

[Click here to register](#)

<https://forms.gle/6TSQWeTdz6YUnjYk6>