



VIT
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

Academic Staff College (ASC)

In association with VIT Business School (VITBS)



Cordially invites you to

Online

Faculty Coordinators : Dr. Seema A

Insights on Research Methodology

Resource Persons :



Dr S Kamalasuganthi,
Vivekananda Institute of Management,
Bengaluru.

19 Dec- 2022
(Monday) @ 11:00AM – 12:30 PM

Discussion Points :

- ✓ Common Business Research methods & techniques
- ✓ Hierarchy of qualitative & quantitative variables
- ✓ Cause and effect fish bone diagram
- ✓ Report submission



Please register through your vtop login at <https://vtop.vit.ac.in/vtop/initialProcess>