



NAZARETH COLLEGE OF ARTS AND SCIENCE

AFFILIATED TO UNIVERSITY OF MADRAS
RE - ACCREDITED WITH GRADE 'B' BY NAAC
KANNADAPALAYAM MAIN RD, AVADI, CHENNAI - 600062



RESEARCH WEEK 2024

17th August to 22nd August 2024

 Google Meet

<https://meet.google.com/hko-yoxn-rce>

In the presence of

Mr. A.N. Henry Maris
Secretary & Chief Sustainability Officer
Nazareth Group of Institution,
Avadi, Chennai, India

Dr. E. Mary Angeline
Principal & Sustainable Educator
IIC President & Innovation Ambassador
Nazareth College of Arts & Science,
Avadi, Chennai, India.

Dr. R. Sharmila
Research Coordinator
Head Dept. of Corporate Secretaryship
Nazareth College of Arts & Science,
Avadi, Chennai, India

Ms. Suganya
Research Coordinator
Assistant Professor of B.Com General
Nazareth College of Arts & Science,
Avadi, Chennai, India



RESEARCH DEVELOPMENT CELL

- ✔ The Research Development Cell of Nazareth College of Arts and Science is pleased to announce the Research Week 2024. This event will be held from 17th August to 22nd August through Google meet and will feature presentations of articles published by our esteemed staff over the past year.
- ✔ This week-long event aims to celebrate the academic and research achievements of our faculty across various disciplines. Faculty members are encouraged to share their work and insights with their peers, fostering a collaborative and enriching research environment.

PRESENTATION GUIDELINES

Faculty members are invited to present their published articles. The following components are usually included in the presentations:

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1. Introduction and Identification of Need:

- ✔ Briefly explain the background and context.
- ✔ State the specific need or problem addressed.

2. Objective(s), Purpose(s), Research Question(s):

- ✔ Clearly outline the objectives of the study.
- ✔ Define the purpose and research questions guiding the study.

PRESENTATION GUIDELINES

3. Methodology (Sample, Methods for Data Collection and Evaluation):

- ✓ Describe the sample and data collection methods.
- ✓ Emphasize the importance of results and conclusions over detailed methodology.
- ✓ Mention that additional details, such as a copy of the questionnaire, can be provided upon request.

4. Data Analysis

- ✓ Explain the techniques and tools used for analysing the data.
- ✓ Highlight any statistical methods applied.
- ✓ Mention any software or programs used for analysis.
- ✓ Provide insights into the interpretation of the data.

5. Results/Discussion

- ✓ Summarize the key results.
- ✓ Use tables and figures to present data in a visually appealing and concise manner.
- ✓ Avoid lengthy text blocks and complex arguments.
- ✓ Discuss the implications of the findings.

6. Conclusion(s)/Take Home Message(s)

- ✓ Present conclusions that are clearly supported by the results.
- ✓ Avoid speculative conclusions.
- ✓ Emphasize the main takeaway messages.

LAST DATE TO SUBMIT PUBLISHED ARTICLE: 12.08.2024

Please submit both hard and soft copies of your published article
to Dr. Sharmila Email ID: drsharmila@ncas.in.

S.No	Name of the Staff	Department	Title of the Paper	Presentation Date & Time
1.	Dr. Punithavathi and Latha	BBA	Analysis of IE teaching and traditional teaching among academicians	17.08.2024 (Saturday) 2.00 P.M
2.	Mrs. R. Esther Martina	BBA	A Study on Empowering women through self-groups	17.08.2024 (Saturday) 2.15 P.M
3.	Ms. S. Dhivya & Ms. J. Ierin Benita	B.Com General	Challenges and Prospects of rural marketing with reference to Thiruvallur district	19.08.2024 (Monday) 2.00 P.M
4.	Mrs. P. Selvi	B.Com General	A Study on Consumer Preferences towards Online Shopping – with Reference to Thiruvallur District	19.08.2024 (Monday) 2.15 P.M
5.	Ms. E.F. Beulah Angeline	B.Sc Maths	Dom-Chromatic number of certain ladder graphs	20.08.2024 (Tuesday) 2.00 P.M
6.	Mrs. K. Alamelu	B.Sc Maths	Mathematical Modelling of various types of sea food allergies using fractional order CF-Derivative	20.08.2024 (Tuesday) 2.15 P.M
7.	Ms. E. Mano Ranjitham	B.Sc CS	Segmentation Of Brain Tumour In Mri Images Using Mws	21.08.2024 (Wednesday) 2.00 P.M