
Faculty of Management Studies and Commerce
University of Jaffna, Sri Lanka
Seminar Series on Business Research (SSBR) – 2022

Introduction

The Seminar Series on Business Research (SSBR) – 2022 assists students to conceptualise the research task ahead of them and to make their research experience a little more systematic and enjoyable. The SSBR – 2022 focuses on research ability and academic writing skill development of the students of the faculty. The SSBR seminars are presented by facilitators with considerable expertise regarding the topic of each seminar. It is an expectation of the Faculty of Management Studies and Commerce that students in their final year will attend the seminars. At the end of SSBR – 2022, students will compete in a quiz where winners will be awarded certificates. Please note that the Faculty Auditorium will be the venue of SSBR-2022.

Oct 03, 2022 Monday 8 - 9 am	Researching a topic The seminar touches on the often-bitter debates between established researchers about what does, and does not, constitute 'acceptable' research.	Ms.Y.Thasika
Oct 04, 2022 Tuesday 10 - 11 am	Writing research proposal The seminar looks at proposal structure, framework comprehension, and other contextual issues to help you better comprehend where your research fits in and how to think about research.	Mr.V. Anojan
Oct 10, 2022 Monday 8 - 9 am	Modern sources of information The seminar looks at information-seeking strategies and the critical-thinking abilities required to efficiently find, assess, and manage information.	Prof.B.Nimalathan
Oct 11, 2022 Tuesday 10 - 11 am	Finding a theory This session presents the conceptual underpinnings of research.	Ms.D.Sangarathas
Oct 12, 2022 Wednesday 8 - 9 am	Preparing a literature review and the writing process The seminar provides advice and direction for creating a systematic/comprehensive literature review.	Dr.SMC.Mahenthiran
Oct 13, 2022 Thursday 3- 4 pm	Conceptual framework The seminar tries to keep the broad brush going across the notion of research, in an attempt to provide a more comprehensive picture, for beginning researchers, of this complex notion.	Prof.J.Robinson
Oct 14, 2022 Friday 4 -5 pm	Sampling and best practices The discussion explores sampling, sampling methods, and important issues to take into account during the process.	Ms.S.Balagobei
Oct 17, 2022 Monday 8 - 9 am	Choosing a research method There is a vast array of research methods that might be used in researches. In this seminar we shall look at some of these	Prof.L.Kengatharan

	methods.	
Oct 18, 2022 Tuesday 10 -11 am	Writing results and findings	Dr.S.Achchuthan
	Writing a dissertation is a huge task. What we are suggesting here is one way to provide the writing process with a 'road map' to prevent a lot of confusion and false starts.	
Oct 19, 2022 Wednesday 8 – 9 am	Research ethics and referencing	Ms.N.Jasinth
	The session aims how to manage references and research notes and learn how to create in-text citations and bibliographies in any style by linking Ms Word.	
Oct 20, 2022 Thursday 3 - 4 pm	Examining dissertation	Prof.N.Kengatharan
	The session focuses on the key ideas that examiners frequently raise when advising students on considerations they should bear in mind when drafting their dissertation.	
Oct 21, 2022 Friday 4 – 5 pm	Setting dissertation up in Ms word	Dr.S.Rajumesh
	In the session, you will be taken through the basics of setting up your dissertation in Ms Word (for example, setting margins, creating headings and generating automatic tables of contents, using the referencing tools, creating section breaks, and more).	
Oct 24, 2022 Monday 8 –9 am	Developing and making a presentation	Mr.Aloy Niresh
	There are many acceptable ways of presenting research. In this session, some comments will be made which may help your presentation.	