

**Govt. College, Mokeri**  
**P G Department of Commerce**  
**One Day National Seminar on**  
**“RECENT TRENDS IN BUSINESS RESEARCH METHODS”**  
**20<sup>th</sup> November 2019**

Department of Commerce, Govt. College, Mokeri conducted its fifth national seminar on the topic " RECENT TRENDS IN BUSINESS RESEARCH METHODS" on 20th November 2019. Faculties, Research scholars, PG students and all other stakeholders were invited to participate in the seminar.



  
**PRINCIPAL**  
**GOVT. COLLEGE MOKERI**

## Report of One Day National Seminar on “ *Recent Trends in Business Research Methods*”

Department of Commerce, Govt. College Mokeri conducted its seventh National Seminar on the topic “Recent Trends in Business Research Methods” on 20<sup>th</sup> November 2019. Faculties, Research scholars, PG students and all other stakeholders were invited to participate in the seminar.


Business research methods have become increasingly empirical and more rigorous in recent years. In the past few years, many organisations have adopted technologies into their business models in hopes to increase efficiency, become more flexible, and to transform their current business functions. Business research, too, has adopted new techniques and methodologies in order to keep up with the evolving business.

The participants of the seminar were encouraged to contribute new ideas, concepts and opinion in the form of papers containing original, empirical or theoretical work. Papers were invited dealing with the following topics.

- Methods of Identification of Research Problem.
- Formulation of Research Problem
- Various Research Designs
- Research Process- Its uses and Designing a perfect research process
- How to Collect Literature - various methods and sources
- Sampling & Scaling
- Quantitative and Qualitative Research Process

The programme was formally inaugurated by Dr. B. Johnson, Professor, Department of Commerce and Management Studies, University of Calicut. The function was presided over by the Respected Principal Mr. M P Soopy and Sri. Vineesh A K (HOD Commerce) welcomed the gathering. Mrs. Dayana. S (Faculty of commerce) proposed the vote of thanks. The details of the technical sessions are given below.



  
PRINCIPAL  
GOVT. COLLEGE MOKERI

## SEMINAR SCHEDULE

(November 20<sup>th</sup> 2019)

- Registration : 9.15 AM
- Inagural Session : 10.00 AM
- Welcome Address : Mr. Vineesh A K (Asst. Professor and HOD)
- Presidential Address : Mr. M.P. Soopy (Principal, Govt College, Mokeri)
- Inaguration & Keynote address : Dr. B Johnson  
(Professor, Department of Commerce and Management studies,  
University of Calicut)
- Vote of thanks Mrs. Dayana S, Assistant Professor in Commerce ,Govt College Mokeri
- Tea Break : 11.15 AM Technical Session-1 : 11.30 AM- 1.00 PM
- Topic : Modern Approaches and Methodologies in Social Science Research.
- Resource Person : Dr. E Murali , Associate Professor & Principal in Charge, Sri.C. Achutha Menon  
Government College, Thrissur.
- Lunch Break : 1.00PM-1.45PM Technical Session- 2 : 1.45PM-3.15PM
- Topic : Data Analytics in Contemporary Research
- Resource Person : Dr. T G Saji, Assistant Professor, Department of PG Studies and Research in  
Commerce and Management, Sri C. Achutha Menon Government College,  
Thrissur.
- Paper Presentation 3.30pm-4.30pm
- Valedictory Session : 4.30pm



  
PRINCIPAL  
GOVT. COLLEGE MOKERI

Paper Presentation : 3.30pm-4.30pm  
**VALEDICTORY SESSION** :4.30pm

**Organising Team**

: **Mr. Vineesh A K** (Asst. Professor and HOD)  
Convenor 9946351360(Mob)  
**Ms. Dayana S**  
(Assistant Professor in Commerce )  
Co-ordinator 9746523150(Mob)  
**Dr. Ratheesh K Nair**, Asst. Professor in  
Commerce, 9846575627(Mob)  
**Ms. Suchithra P P**, Asst. Professor in Commerce  
9895795198(Mob)  
**Dr. Siji O K** Asst. Professor in Commerce  
9400877839(Mob)  
**Mr. Prajith M** , Asst. Professor in Commerce  
9645564683(Mob)  
**Mr. Sumesh M T**, Asst. Professor in Commerce,  
9961421728(Mob)  
**Ms. Shilpa K**, Asst. Professor in Commerce,  
9745130698(Mob)

**Guidelines for Participation:**

Teachers, Research scholars and Post Graduate students are eligible for participation. The interested participants are required to register their names over phone calls. Food and refreshment will be provided to the participants. No registration fee required.

## ONE DAY NATIONAL SEMINAR

### On RECENT TRENDS IN BUSINESS RESEARCH METHODS

**20<sup>th</sup>**  
November 2019

Organised by  
**POST GRADUATE DEPARTMENT  
OF COMMERCE**



**GOVT COLLEGE, MOKERI**

(NAAC Accredited with B+ Grade, Affiliated to University of Calicut)  
Mokeri (PO), Kakkattil (via), Kozhikode-673507  
Ph:04962587215 mokericollege@yahoo.co.in  
Sponsored by: Directorate of Collegiate Education Govt of Kerala



#### About the College and the Department.

The college was established in 1981 with the motto 'Social Justice through Education' to impart knowledge for the socially, economically and educationally backward in the hilly areas of the district. The BBA course was started 20 years back and M Com course in 2018.

#### About the Seminar

Business research methods have become increasingly empirical and more rigorous in recent years. In the past few years, many organisations have adopted technologies into their business models in hopes to increase efficiency, become more flexible, and to transform their current business functions. Business research, too, has adopted new techniques and methodologies in order to keep up with the evolving business. This poses distinct challenges for students and researchers to conduct projects and researches. In this background, the proposed seminar on modern business research methods calls for theoretical and empirical contributions from academicians, researchers, corporate delegates and students.

#### Sub-themes of Seminar.

- ✓ Methods of Identification of Research Problem.
- ✓ Formulation of Research Problem
- ✓ Various Research Designs
- ✓ Research Process- Its uses and Designing a perfect research process
- ✓ How to Collect Literature - various methods and resources
- ✓ Sampling & Scaling
- ✓ Quantitative and Qualitative Research Process

Dear Sir/Madam,

We are happy to inform you that the Post Graduate Department of Commerce, Govt. College, Mokeri is conducting a One Day National Seminar on "Recent Trends in Business Research Methods" on 20th November 2019. With immense pleasure we cordially invite the faculty members, Research Scholars and PG students to participate in the seminar to share and enrich their Knowledge.

With warm regards,

Mr. M.P. Soopy  
Principal

Mr. Vineesh A K  
HOD of Commerce

Mrs. Dayana S  
Seminar Co - ordinator

#### TIME SCHEDULE

20/11/2019 Wednesday

Registration	: 9.15 AM
Inaugural Session	: 10.00 AM
Prayer	
Welcome	: Mr. Vineesh A K (Asst. Professor and HOD)
Presidential Address	: Mr. M.P. Soopy (Principal, Govt. College, Mokeri)
Inauguration & Keynote address	: Dr. B. Johnson ✓ (Professor, Department of Commerce and Management studies, University of Calicut)
Felicitations	:
Vote of thanks	: Ms. Dayana S ( Co-ordinator )

Tea Break : 11.15 AM

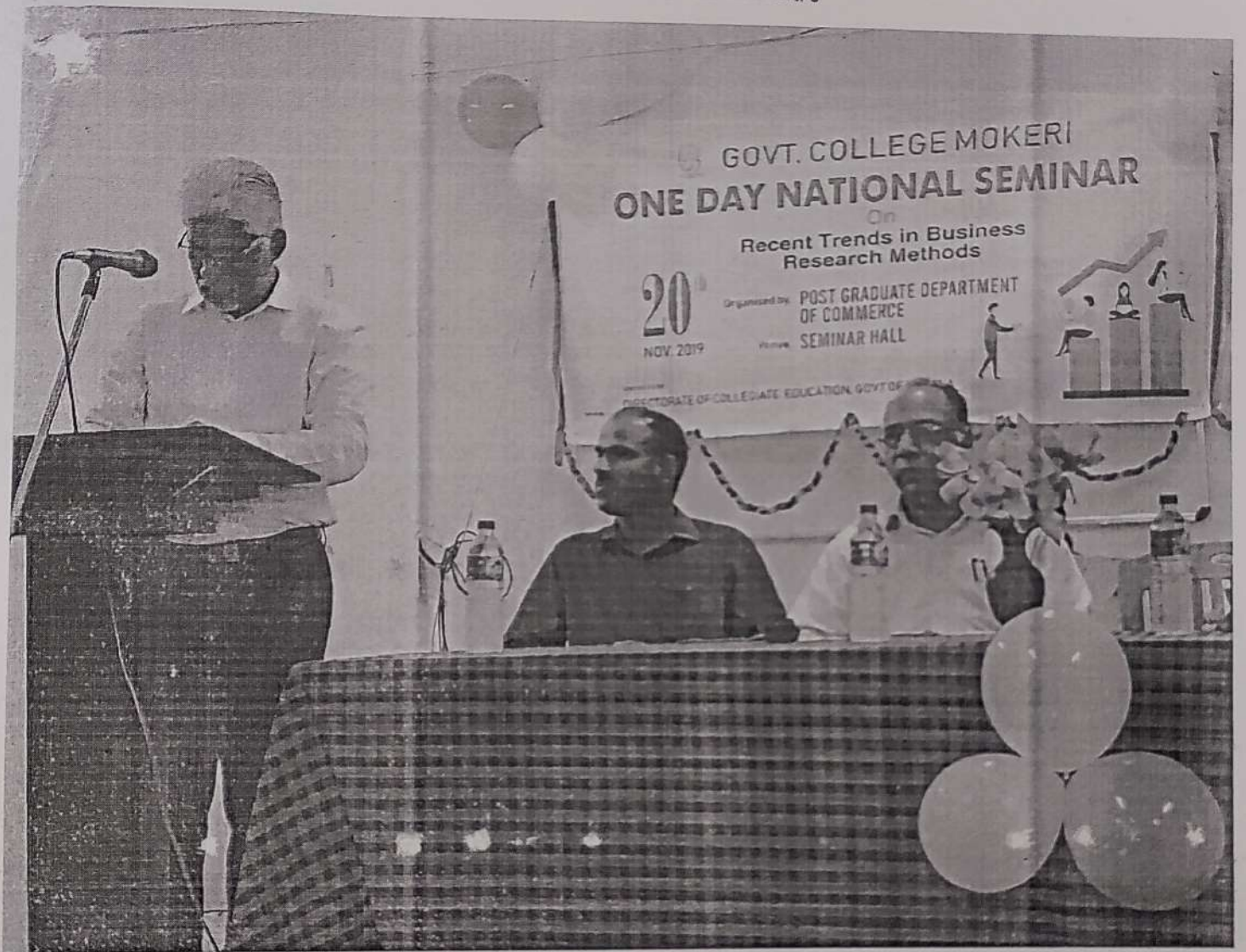
**TECHNICAL SESSION-1** : 11.30 AM- 1.00 PM

Topic	: Modern Approaches and Methodologies in Social Science Research.
Resource Person	: Dr. E Murali ✓ Associate Professor & Principal in Charge, Sri.C. Achutha Menon Government College, Thrissur

Lunch Break : 1.00PM-1.45PM

**TECHNICAL SESSION- 2** : 1.45PM-3.15PM

Topic	: Data Analytics in Contemporary Research
Resource Person	: Dr. T G Saji ✓ Assistant Professor, Department of Studies and Research in Commerce and Management, Sri C. Achutha Menon Government College, Thrissur.



GOVT. COLLEGE MOKERI  
DEPARTMENT OF COMMERCE  
**ONE DAY NATIONAL SEMINAR**  
Recent Trends in Business Research Methods



CERTIFICATE

*Certified that Mr./ Ms./ Dr. ....*  
*has Participated / Presented a Paper on .....*  
*..... in th One Day National Seminar*  
*on the topic "Recent Trends in Business Research Methods" Organaised by the Department of*  
*Commerce, Govt. College Mokeri, sponsored by Directorate of Collegiate Education,*  
*Govt. of Kerala on 20th November 2019*

H.O.D of Commerce

Co-Ordinator



Principal  
Principal  
Govt. College, Mokeri