



SESHADRIPURAM EDUCATIONAL TRUST

## SESHADRIPURAM FIRST GRADE COLLEGE

### Post-Graduate Department of Commerce & Management

Yelahanka New Town, Bengaluru – 560064

Permanently Affiliated to Bengaluru City University and Recognized by Government of Karnataka  
& Recognized under Section 2 ( f ) & 12 ( B ) of the UGC Act, 1956,  
Accredited 'A+' Grade by NAAC

# “SAMSHODHANA” RESEARCH AND DEVELOPMENT CELL

## Proceedings of “INNOVATIVE BUSINESS RESEARCH METHODOLOGY WORKSHOP FOR POST GRADUATE STUDENTS” From: 27-03-2023 to 31-03-2023

Research is a journey where one can find a solution by questioning the phenomenon. Innovative Business Research Methodology Workshop for Post Graduate Students was organised by Samshodhana, The Research and Development cell as an initiative of Institution’s Innovation Council with an objective of enlightening the Post Graduate Students for taking business research projects, live business problems and to prepare dissertation and research articles. In the workshop all first year and second year M.Com and M.Com (FA) students were actively participated. The workshop was well organised by the convener with the support of all the faculty members of the department and all sister concern resource persons. In the workshop Post Graduate Students namely Shalini R, Tharun Tej N, Hajeera Taranum S R, Isha R Jain, Chandana A, Saniya Afreen, Shreyas P S, Johar Azamulla A and K Poojamathi were well supported for organising.

The name itself talks about the process of research the workshop has provided the



knowledge of research process. In these valuable sessions on 27th March 2023 from

10 AM to 12 PM Dr. Anjana Radhakrishnan has discussed on the topic Introduction to Research and Title selection.

On 28th March 2023 from 10 AM to 12 PM Dr. Ashok M. L. and Prof. Pramod A V have discussed on the topic Review of Literature and Identification of Research Gap.



On 29th March 2023 from 10 AM to 12 PM Dr. Aswatha Kumar has discussed on the topic Research Design with live examples, followed by Dr. Raji Pillai has spoken on Introduction to Statistics.





On 30th March 2023 scheduled topics are interchanged due to some technical issues.



On this day from 10 AM to 12 PM Dr. Sowmya D N has discussed on the topics Research Ethics and Practices followed by Prof. Sindhu M M on the topic Data Collection, Measurement Scaling and Formulation of Hypothesis from 1 PM to 3 PM.



On 31st March 2023 from 10 AM to 12 PM Dr. Vasantha Kumari K and Lib. Vasantha M C have discussed with students on the topic Similarity (Plagiarism) with Reference Management followed by the last session by Dr. Chetana M R from 1 PM to 3 PM on the topic Research Report writing.



Over all the aim of the workshop was to provide application-based knowledge on the



Key steps of the research process like Introduction to Research and Title selection, Review of Literature, Identification of Research Gap, Research Design, Data Collection, Measurement Scaling, Formulation of Hypothesis, Research Ethics and Practices, Similarity (Plagiarism) with Reference Management and Research Report writing used in Social Science Research. Over all, all sessions of the workshop were informative and in an interactive mode. The workshop was very useful for the postgraduate students of our department as per their on-spot feedback.



Dr. Aswatha Kumar  
Convener

Dr. Raji Pillai  
Director