

CALL FOR PAPERS

Research and Post Graduate Department of Commerce and Management Studies call for papers on "Marketing and Finance". Papers may be presented on the following themes.

A. Marketing

1. Web-based Marketing Strategies
2. Global Marketing Strategies
3. Market Research

B. Finance

1. Investment and Risk Management
2. FDI in Service Sector
3. Tax Planning and Management

Those who are desirous of presenting papers in the seminar are requested to send an abstract not exceeding 250 words by e-mail on or before 15th March 2014 in MS Word, Times New Roman, with font size 12 (1.5 line spacing). Full paper not exceeding 15 pages should reach the organizing committee on or before 18th March 2014. A soft copy must be sent by e-mail and one hard copy by post. Papers will be reviewed by a committee before accepting them for presentation.

E-Mail : rdcms2012@gmail.com

Programme Schedule

- 9.30 a.m. : Inauguration and keynote address
- 10.30 a.m. : Tea Break
- 11.00 a.m. : Technical Session I
- 12.30 p.m. : Lunch
- 1.30 p.m. : Technical session II
- 2.30 p.m. : Tea Break
- 2.45 p.m. : Technical session III
- 3.30 p.m. : Paper Presentations

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ST. JOSEPH'S COLLEGE

Irinjalakuda, Thrissur Dist., Kerala Pin 680121
(Reaccredited by NAAC with A grade)

**Research & Post Graduate
Department of Commerce and
Management Studies**

**Organises a
National Workshop on
Basics of Modern Research**

On 22nd March 2014

**in Commemoration of
Golden Jubilee of the College.**

REPORT ON PROGRAMME COMMITTEE

The Research and PG Department of Commerce and Management Studies conducted a National Workshop on BASICS OF MODERN RESEARCH sponsored by TAX STUDY CENTRE ON 22ND MARCH, 2014. The programme started by 9.30 a.m with the prayer followed by inaugural ceremony. The inauguration was by Prof.K.C Vijayakumar, Former Head, DCMS, University of Calicut by lighting the lamp followed by two sessions of class. The first session was handled by Prof. Dr.K.P Mani on the topic how to conduct the research and the second session was in the afternoon by Dr.Roopa Gunaseelan, Associate Professor, Coimbatore. The second session came to an end by 5.00 p m. Thereafter the Research Scholars had their paper presentation on their respective topics. We, the Programme Committee, Sr. Elaiza and Ms. Michelle Vivera had the responsibility of the programme. They were welcomed by giving them bouquet and the programme was anchored by Miss. Athira A, B.Com Student. Three flex were printed costing Rs. 950 for the seminar, since due to the shortage of time we could not look for banners which could have been cost effective. The programme winded up by 6.00 p.m and everything went on as per schedule.




Dr. PHILO FRANCIS
H.O.D. OF COMMERCE & M.
ST. JOSEPH'S COLLEGE
IRINJALAKUDA

PROGRAMME SCHEDULE

INAUGURATION

9.30 a.m.

Prayer

Welcome Speech : Dr. Jancy Davy

Presidential Address : Dr. Sr. Annie Kuriakose, Principal

Inauguration & Keynote Address : Prof. K.C. Vijayakumar

Former Head, DCMS, University of Calicut

Vote of Thanks : Dr. Sr. Rose Bastin, Vice Principal

10.30 a.m.

Tea Break

11.00 a.m.-12.30 p.m.

Technical Session I : Prof. Dr. K.P. Mani

Former HOD, Department of Economics

John Matthai Centre, Thrissur.

12.30 p.m.-1.00 p.m.

Lunch Break

1.00 p.m. -3.00 p.m.

Technical Session II : Dr. Rupa Gunaseelan

Associate Professor, Bharathiar School of
Management and Entrepreneur

Development, Bharathiar University,

Coimbatore.

3.00 p.m.

Tea Break

3.15 p.m. -4.00

Paper Presentations

Valedictory Function

Distribution of Certificates

Report on registration committee:

The national workshop on Basics of Modern Research organized by Commerce Department, St. Joseph's College, Irinjalakuda was conducted on 22nd March 2014. In connection with the workshop various committees were formed.

The report on registration committee is as follows:

- The registration started at 9:30 am. Ms. Remya Varghese & Ms. Leena Louis were the members of the registration committee.
- The registration fees was fixed as:
 1. Rs. 500 for the teachers and research scholars who had paper presentations.
 2. Rs. 300 for others.

Altogether there were 30 participants from outside and the other 30 were teachers and research scholars of our department. Those who registered for the workshop were given compliment of file, paper and pen.

The 30 certificates were issued to the participants at the end of the workshop. Others were given the certificates later.