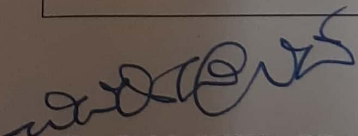


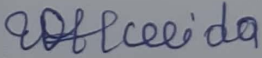
# TERESIAN COLLEGE

No.1824, Bannur Road, Siddarthanagara, Mysuru – 570 011

## PROGRAMME REPORT

Name of the Department(s) :	Department of Commerce (UG & PG)
Name of programme organised :	Seminar
Programme title :	Seminar on Business Research Methods
Date(s) of programme :	27-05-2024
Venue :	Conference Hall, Teresian College, Mysuru
Number of participants :	168
Objectives of the programme :	<ul style="list-style-type: none"><li>• To introduce participants to the basic concepts and terminology of business research.</li><li>• To discuss current trends, challenges, and future directions in the field of business research.</li><li>• To assist delegates in improving communication of research findings.</li></ul>
Programme outcomes :	<ul style="list-style-type: none"><li>• Participants got the knowledge of the research process, including problem definition, research design, data collection, analysis, and interpretation.</li><li>• Participants understood the ethical considerations in research, such as data privacy, confidentiality, and research integrity.</li><li>• Participants acquainted with basic and advanced data analysis techniques relevant to business research.</li></ul>
Summary of programme :	Seminar on Business Research Methods was organised with a view to make the participants understand the different dimensions of conducting a research in business context. The participants presented 168 papers on various topics like marketing, finance, human resource management, operations management and so on. This seminar equipped participants with essential research skills, from formulating questions to data analysis. It emphasised on ethical practices, effective report writing, and applying research to business decision-making.
Convenor :	Dr. Veena M. D'Almeida
Organising Secretary :	Dr. P. M. Shiva Prasad
Committee Members :	Mr. Arun Devapura W. Ms. Tanuja S. Mrs. Megha Urs L. Mrs. Sahana C. R. Mrs. Shambavi S. Ms. Anusha G. R. Ms. Sanchitha M. S. Mrs. Rashmi P. Sr. Sowmyalatha

  
(Dr. P. M. SHIVA PRASAD)  
Organising Secretary

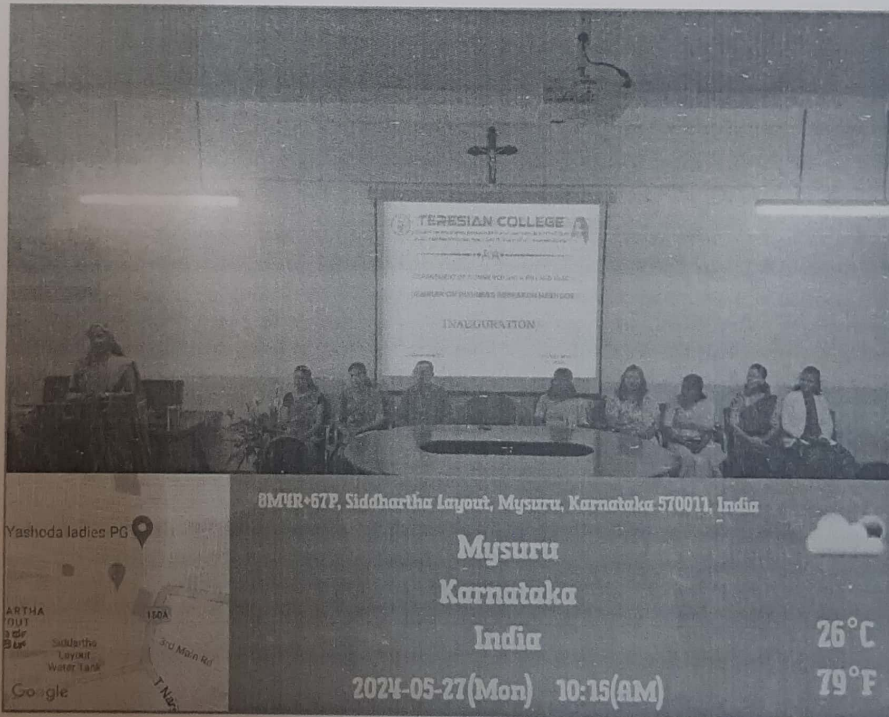
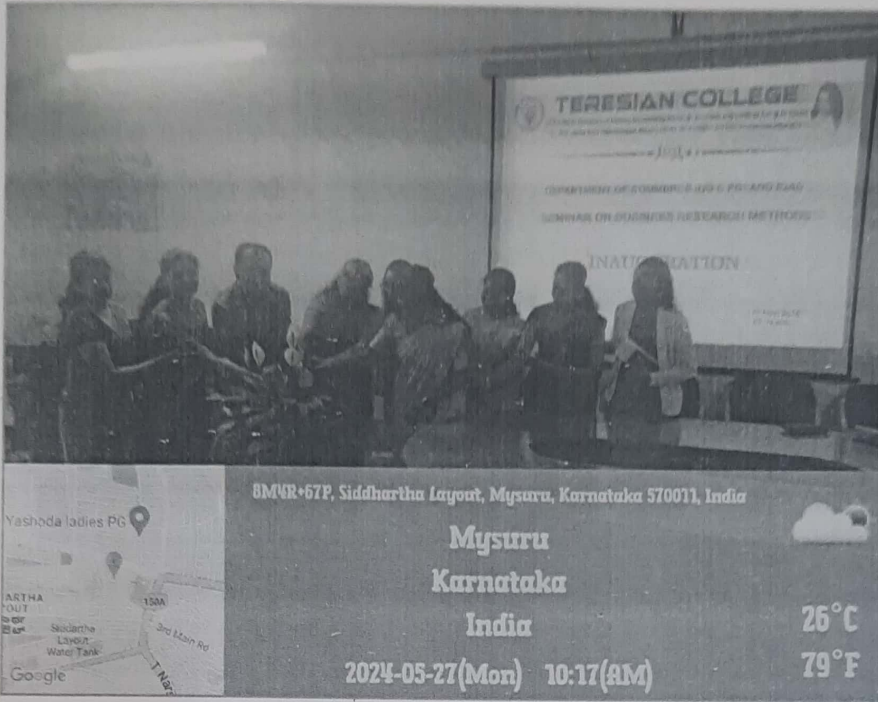
  
(Dr. VEENA M. D'ALMEIDA)  
Head of the Dept. of Commerce,  
Teresian College  
Mysore-570011

  
(Dr. C. JEYANTHI)  
PRINCIPAL  
TERESIAN COLLEGE  
MYSORE - 570.011

# TERESIAN COLLEGE

No.1824, Bannur Road, Siddharthanagara, Mysuru - 570 011

## Photographs:



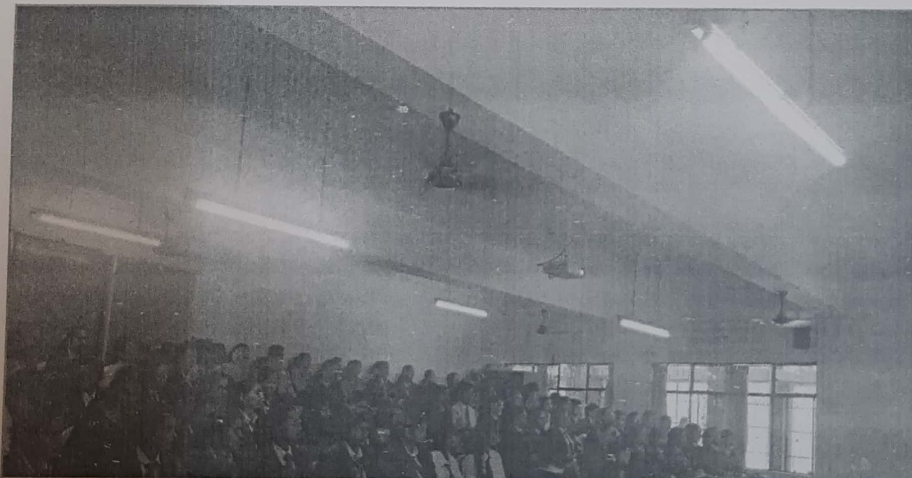


8M4R-67P, Siddhartha Layout, Mysuru, Karnataka 570011, India

**Mysuru**  
**Karnataka**  
**India**

2024-05-27(Mon) 10:13(AM)

26°C  
79°F



8M4R-67P, Siddhartha Layout, Mysuru, Karnataka 570011, India

**Mysuru**  
**Karnataka**  
**India**

2024-05-27(Mon) 10:13(AM)

26°C  
79°F

AK

S

## PATRONS

**Dr. Sr. Juanita**, Director  
**Dr. Sr. Rohini**, Financial Administrator  
**Dr. C. Jeyanthi**, Principal

## CONVENOR

**Dr. Veena M. D'Almeida**  
Associate Professor  
Department of Commerce  
Teresian College, Mysuru

## ORGANISING SECRETARY

**Dr. P. M. Shiva Prasad**  
Assistant Professor  
Department of Commerce  
Teresian College, Mysuru

## CO-ORDINATORS

**Mr. W. Arun Devapura**  
**Ms. S. Tanuja**  
**Mrs. Megha Urs**  
**Mrs. Sahana**  
**Mrs. S. Shambavi**  
**Ms. Anusha**  
**Mrs. Sanchitha**  
**Mrs. Rashmi**  
**Sr. Sowmyalatha**

## VENUE

**Conference Hall**  
**Teresian College, Mysuru**

## CONTACT

**+91 94803 26953**



**TERESIAN COLLEGE**

(Affiliated to University of Mysore and  
Re-accredited by NAAC at 'A+' Grade in IV Cycle with CGPA 3.45)

Bannur Road, Siddarthanagara, Mysuru - 570 011

## "SEMINAR ON BUSINESS RESEARCH METHODS"

**Organised by**  
**DEPARTMENT OF COMMERCE (UG & PG) and IQAC**

**On**  
**27<sup>th</sup> May, 2024**

## BROCHURE

In today's competitive business landscape, data-driven decisions are paramount. Whether you're a seasoned professional or a budding entrepreneur, understanding and applying research methodologies is essential for success. This seminar is designed to equip you with the necessary tools and knowledge to conduct effective business research.

In business landscape, informed decisions are the key to success. Business research provides the essential insights needed to navigate uncertainties, capitalize on opportunities, and stay ahead of the curve. Moreover, research helps mitigate risks by providing a clear picture of potential challenges and obstacles. It allows you to develop strategies to overcome hurdles and ensure business continuity.

Developing strong research skills involves mastering various facets of the research process. From clearly defining a research problem to effectively collecting, analyzing, and interpreting data, critical thinking and information literacy are indispensable. Effective communication of findings, both written and orally, is equally crucial. Time management, organization, and teamwork are additional skills that enhance research productivity. Continuous learning and seeking feedback are essential for growth in this area.

Enhancing research design capabilities involves mastering the art of crafting effective research blueprints. It encompasses selecting appropriate research methods, defining clear objectives, and meticulously planning data collection and analysis strategies. A strong research design ensures the reliability, validity, and generalisability of findings, ultimately leading to more robust and impactful research outcomes.

Effectively communicating research findings involves translating complex information into understandable language for diverse audiences. This requires clarity, conciseness, and a focus on key messages. Visual aids,



storytelling, and tailoring the message to specific audiences are crucial for effective communication. Practicing and seeking feedback on presentations can significantly enhance the ability to convey research impact.

Data-driven decisions are crucial for business success. This seminar equips you with research skills to navigate challenges, seize opportunities, and minimize risks. Develop strong research skills encompassing problem definition, data collection, analysis, and effective communication. Master research design for reliable and impactful findings. Finally, effectively communicate research insights to diverse audiences for maximum impact.

#### ABOUT US

Teresian College was established by the Carmelite Sisters of St. Teresa (CSST) in 1963 with the objective of empowering students indiscriminate of caste, religion and merit through value-based education. The College is re-accredited by NAAC with 'A+' grade with a CGPA on 3.45 in IV Cycle. The Bachelor of Commerce (B.Com.) was started in 1981. The department has spread its wings by introducing Bachelor of Business Administration (B.B.A) in the year 2005, Master of Commerce (M.Com) in the year 2011 and Ph.D. in Commerce in the year 2020. The Department is well equipped with qualified teaching staff, latest edition books and digital library. State-of-the-art computer lab with internet facility is available.

#### ABOUT MYSURU

Mysuru city is one of the famous historical, educational, industrial and tourist centres of India. It has served as the capital of Kingdom of Mysuru for nearly six centuries from 1399 to 1956. The city is a host for tourist places like, Mysuru Palace, St. Philomena's Church, Mysuru Zoo, Sri Chamundeshwari Temple, Chamarajendra Art Gallery and so on. The nearby tourist places are: Brindavan Gardens (20 Kms), Ranganathittu Bird Sanctuary (17 Kms), Srirangapattana (20 Kms) (Daria Daulat, Sri Ranganatha Temple, Jamia Masjid, Balmuri Falls, Sangama, etc.), Sri Najundeshwara Temple at Nanjangudu (23 Kms) and Somanathapura (35 Kms).

Mysuru is home to several educational and research institutes of national importance. Mysuru houses universities like University of Mysore, Karnataka State Open University, Karnataka State Dr. Gangubhai Hangal Music and Performing Arts University, JSS Academy of Higher Education and Research (deemed university), and JSS Science Technology University. Research institutes like Defence Food Research Laboratory, All India Institute of Speech and Hearing, Central Food Technology and Research Institute are located in the city. Mysuru has many Degree, Engineering, Medical, and Polytechnic Colleges.

Mysuru is also called as an industrial hub with a number of industrial areas hosting companies like Infosys, TCS, Larson and Toubro and soon. Mysuru is well connected by road and rail. Mysuru is 140 Kms from Bengaluru, the state capital of Karnataka.

#### OBJECTIVES

The objectives of the seminar are as follows;

- Enhance decision-making
- Develop research skills
- Improve problem-solving abilities
- Foster data-driven culture
- Enhance research design capabilities
- Master data collection techniques
- Develop data analysis skills
- Ensure ethical research practices
- Improve communication of research findings

#### THEMES

- Research in Marketing: Covers market research, consumer behaviour, and brand analysis.
- Research in Finance: Explores financial analysis, investment research, and risk assessment.
- Research in Human Resources: Focuses on employee surveys, organizational behaviour, and talent management.
- Research in Operations Management: Covers supply chain analysis, process improvement, and quality control.

#### REGISTRATION

Registration shall be made by submitting the duly filled-in registration form. There is no registration fee. The delegates are provided with a participation certificate.

