

## One Day National Workshop on “Emerging Trends in Business Research” – 18<sup>th</sup> April, 2015



SMART Journal of Business Management Studies, in association with the Department of Commerce and Financial Studies, organized the **Day Long National Workshop on Emerging Trends in Business Research** on 18<sup>th</sup> April 2015 at the A/C Auditorium, Bharathidasan University. More than 200 University and College teachers participated in the workshop from across the country.

**Professor M.Selvam**, Head, Department of Commerce and Financial Studies, welcomed the gathering. In his welcome address, he pointed out that skill sets required for research should be enhanced, especially in the area of Business Research. **Dr.S.Iyyampillai**, Senior Professor of Economics, Bharathidasan University, delivered the presidential address.

**Dr.R.Kasilingam**, Department of Management Studies, Pondicherry University, handled the sessions on the topics “**Process of Research**” and “**Analysis of Data**”. He trained the participants on the Statistical Analysis suitable for primary and secondary data.

**Dr.S.Iyyampillai**, Senior Professor of Economics, Bharathidasan University trained the participants on “**Research Design and Sampling**”. He educated the participants on various sampling techniques.

The valedictory function of the above Workshop was held at 4.00 p.m. along with SMART Journal Award Function. **Prof. V. Gopal**, Professor of Finance, Indian Institute of Management, Tiruchirappalli delivered the valedictory address. The Indian Researchers follow Western Models of research and publication blindly. Further, he advised the participants to make a case for confident indigenous scholarship to suit the development and educational requirements of the country, following context relevant constructs and methodologies in research.

**Thiru. T. Nallathambi**, Syndicate Member, Bharathidasan University, offered felicitations.

**Dr.M.Babu**, Workshop Coordinator, **Dr.S.Vanitha** and **Dr.J.Gayathri**, Assistant Professors, made necessary arrangements for the Workshop.