

*National Workshop*  
*on*  
*Emerging Trends in Business Research*

held on

*18.04.2015*

Organized by

**Department of Commerce and Financial Studies**

Bharathidasan University

Tiruchirappalli- 620 024, Tamil Nadu, INDIA

**SMART Journal of Business Management Studies**

(A Professional, Refereed, International and Indexed Journal)

[www.smartjournalbms.org](http://www.smartjournalbms.org)

Venue

**Bharathidasan University**

---

Organizer

**Dr.M.BABU**

Workshop Coordinator and Assistant Professor  
Dept. of Commerce and Financial Studies  
Bharathidasan University, Tiruchirappalli

**Dr. M. SELVAM**

Workshop Director

Head, Dept. of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli -620 024

&

Founder - Publisher & Chief Editor

SMART Journal of Business Management Studies

Phone (0) +91-431-2407029, 2407071

(Extn- 619), Mobile +91-9443025112

### **Travel and Accommodation**

The participants are requested to make their own travel arrangements and accommodation. No TA & DA will be paid to the participants.

#### ***The address for Correspondence***

**Dr. M. SELVAM**

**Workshop Director**

Professor and Head

Department of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli - 620 024, Tamil Nadu

&

Founder-Publisher and Chief Editor

**SMART Journal of Business Management Studies**

Phone (O) 0431 – 2407029, 2407071 (Extn – 619)

Mobile : 09443025112

*and*

**Dr. M. BABU**

**Workshop Coordinator**

Assistant Professor

Department of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli-620024, Tamil Nadu

Mobile : 09789430530

**E-mail: smartjournalevent@gmail.com**

### **National Workshop on Emerging Trends in Business Research**

#### **Important Dates**

April 11 <sup>th</sup> 2015	Last Date for Registration
April 18 <sup>th</sup> 2015	Date of the Workshop



**Department of Commerce and Financial Studies  
School of Economics and Commerce**

**Bharathidasan University**

Tiruchirappalli-620 024

Tamil Nadu, India

[www.bdu.ac.in](http://www.bdu.ac.in)

and



**SMART Journal of Business Management Studies**

**(A Professional, Refereed, International and Indexed Journal)**

[www.smartjournalbms.org](http://www.smartjournalbms.org)



### **Department of Commerce and Financial Studies**

The Department of Commerce was created in Bharathidasan University in the year 1998 with the objective of promoting research, teaching and training in the frontier fields of Commerce. In its pursuit of excellence, the department has plans to organize seminars, conferences and workshops regularly. It launches one more **National Workshop on Emerging Trends in Business Research** and SMART Journal Award Function awarded by SMART Journal of Business Management Studies would be the part of the National Workshop. A large number of participants from academia and industry from India will attend the workshop. Besides many researchers, students, and faculty would participate in the workshop and contribute to the development of knowledge.

### **SMART Journal of Business Management Studies**

SMART Journal of Business Management Studies is a Professional, Refereed, International and Indexed Journal published bi-annually by Scientific Management and Advanced Research Trust (SMART). It is dedicated to the promotion and development of research in general and to the field of business management in particular. The Trust also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above Workshop.

### **Workshop Theme**

This programme aims at training and imparting a thorough understanding of advanced research tools which are extensively used in business studies. The programme would also offer hands-on training using appropriate Statistical Packages to equip the participants for a clear understanding of how to interpret the statistical results that they obtain using statistical software.

The selected sub themes from the list given below will be focused in the proposed day long workshop

- Nature and Scope, Types and Process of Research
- Research Design and Sampling
- Hypothesis Testing
- Data Collection – Primary and Secondary
- Data Analysis – Univariate and Multivariate
- Report Writing

### **Guidelines for Registration**

- ❖ Only limited delegates would be permitted on first come first served basis. The selected participants alone would be invited to attend the workshop.
- ❖ M.Phil / Ph.D Scholars and faculty members from educational institutions and universities are invited.
- ❖ Registration could be made if you provide the name of the participant, corresponding address, e-mail ID, fax, telephone number, DD particulars, etc in writing. However, participants may also submit their registration as an e-mail attachment using MS Word to [smartjournalevent@gmail.com](mailto:smartjournalevent@gmail.com)
- ❖ The use of e-mail is encouraged for all further correspondence and acceptance for participation will be sent to the delegates only through e-mail.

### **Registration Fee**

- ❖ Rs. 400 per delegate for faculty members / faculty scholars
- ❖ Rs. 200 per delegate for P.G, M.Phil and PhD research scholars

The registration fee covers lunch and tea. The fee should be paid in the form of cash/crossed DD drawn in favour of **SMART JOURNAL** payable at Tiruchirappalli. The fee for the accompanying person is the same as that of delegates of the respective category.

## 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.

