



# CENTRAL UNIVERSITY OF KERALA

School of Business Studies

Department of Management Studies

in collaboration with

# CENTRAL UNIVERSITY OF ODISHA

Organising



## TWO-DAY NATIONAL WORKSHOP

on

**“Business Research Methods”**



**Prof. Dr. Daniel (DF) Meyer**  
Director, School of Public Management,  
Governance & Policy  
University of Johannesburg  
Auckland Park, Johannesburg,  
South Africa



**Prof. H Venkateswarlu**  
Vice-Chancellor,  
Central University of Kerala



**Dr S K Palita**  
Vice-Chancellor I/c,  
Central University of Odisha



**Natanya Meyer**  
Associate Professor, DHET-NRF  
SARChI in Entrepreneurship Education  
Dept. of Business Management,  
College of Business and Economics  
University of Johannesburg



**Dr. R.K Mishra**  
Sr. Prof. and Former Director  
Institute of Public Enterprise.



**Shri. Prasad Chandran**  
Chairman, SEEGOS  
Formerly Chairman & Managing Director  
BASF India Ltd.

**26th and 27th October 2021**

Join with Google Meet Link:

[meet.google.com/kcr-ztcv-dst](https://meet.google.com/kcr-ztcv-dst)

**Chief Patron: Prof. H. Venkateshwarlu (Vice Chancellor, CUK)**

**Patron: Dr. N. Santhosh Kumar (Registrar, CUK)**

### **Organizing Committee:**

**Chairman: Prof Dr V Balachandran, Dean, School of Business Studies**

**Faculty Coordinators:**

**Dr. Arunima K V**

**Ms. Saumya C Manoharan**

**Ms Lakshmi Varma**

**Ms Shamla**

**Mr Muhammed Nayeef A V**



### **Central University of Kerala**

The Central University of Kerala, Kasaragod, came into being in 2009 under the Central Universities Act 2009 (Parliament Act No. 25 of 2009). The University is founded on the noble vision of a 'caring wisdom' and is guided by the lofty ideals of academic and social commitment, moral steadfastness, and intellectual and spiritual enlightenment, as reflected in its vision statement. Located in a region characterized by linguistic and ethnic diversity and cultural richness, the University seeks to harness the local resources – human, intellectual, social, artistic and cultural – while bringing in the best that is globally available, thus maintaining a fruitful, symbiotic relationship with a region that needs an educational uplift. The campus of the CUK is located at Tejaswini Hills, Periyar, Kasaragod, Kerala, India, on the 310 acres of land allocated by the Govt. of Kerala in 2012. The CUK also opened two Centres, the Capital Centre at Thiruvananthapuram, offering an Integrated BA-MA Programme in International Relations and the Law Campus at Thiruvalla. CUK has grown into an institution offering various postgraduate and research programmes in 29 departments.

#### **School of Business Studies**

The School of Business Studies (SBS) was started by the Central University of Kerala in July 2019 with three programmes, MCom, MBA, and MBA (TTM). The first batch of students from SBS has graduated in July 2021. Director Department of Commerce and International Business There are three departments namely, Commerce and International Business, Management and Tourism Studies under the School of Business Studies. The school aims to develop as a centre of excellence at par with the global standards in the area of commerce, management and Tourism related areas and plans to bring in innovations in pedagogy and provide Industry-University interface for the young students, researchers and faculty members.

#### **Department of Management Studies**

Department of Management Studies was established on 30<sup>th</sup> July 2019 with a vision of developing centre of global excellence in the area of Management and bring in innovations in pedagogy, foster entrepreneurship and provide industry institute interface for the budding managers. The department is determined to prepare young and dynamic professionals. The students of the Department of Management Studies are all well groomed with the skill and qualities expected to manage various functional areas, namely Finance, Marketing, HR and Operations. The department is gearing up with a lot of initiatives focusing on industry academia interface which include Entrepreneurship Development Cell, Professional development Programmes, Career development programmes, workshops and seminars. This has made the department achieve a special appreciation letter from the honourable Vice Chancellor in the year 2021.

### **The Central University of Odisha**

The Central University of Odisha has been established by the Parliament under the Central Universities Act, 2009 (No. 3C of 2009). It is one of the 15 new Central Universities established by the Government of India during the UGC XI Plan period to address the concerns of "equity and access" and as per the policy of the Government of India to increase the access to quality higher education by people in less educationally developed districts which have a Graduate Enrollment Ratio of less than the national average of 11%. University is determined to provide quality education for all, to fortify the backbone of the nation, disseminate 'inclusive education' to reach the unreached, advocate a wholesome symbiosis of the indigenous and the global scene and uphold a strongly grounded holistic worldview of the higher education.



## Registration Link :

<https://forms.gle/bbXmsY2Lg72o2x7n8>

### Day 1 – 26/10/2021- Schedule

#### **Presidential Address**

**Prof. Dr. V Balachandran**  
Dean, School of Business studies, CU Kerala

#### **Inaugural and keynote address**

**Prof. Dr. Rajendra Pilankatta**  
Head, Dept. of Biochemistry and Molecular Biology, CUKerala

#### **Technical Session 1**

**Business Research**  
Shri. Prasad Chandran  
Chairman, SEEGOS  
Formerly Chairman & Managing Director  
BASF India Ltd.

#### **Technical Session 2**

**Research Design – Dimensions and Sample selection**  
Prof. Dr. P Natarajan,  
Dept. of Commerce, Pondicherry University

### Day 2 – 27/10/2021- Schedule

#### **Welcome address**

**Dr. R.K Mishra**  
Sr. Prof. and Former Director  
Institute of Public Enterprise.

#### **Presidential Address**

**Prof. H Venkateswarlu**  
Vice Chancellor,  
Central University of Kerala

#### **Special Remarks**

**Dr. S K Palita**  
Vice-Chancellor (I/c )  
Central University of Odisha

#### **Felicitation**

**Prof. Dr. Minati Sahoo**  
Head, Dept. of Economics  
Central University of Odisha

#### **Technical Session 3**

**Strategies for Successful Research Article Writing**  
**Prof. Dr. Daniel (DF) Meyer,**  
Director, School of Public Management, Governance & Public Policy,  
University of Johannesburg  
Auckland Park, Johannesburg, South Africa  
&

**Dr. Natanya Meyer**  
Associate professor, DHET-NRF SARCHI in Entrepreneurship Education  
Dept. of Business Management, College of Business and Economics,  
University of Johannesburg

#### **Technical session 4**

**Statistical Tools for Research**  
Dr. P.N. Harikumar  
Professor of Commerce  
University of Kerala, Thiruvananthapuram

#### **Valedictory Address**

**Prof. Dr. M A Musthafa**  
Dean, School of Education, CUKerala

