



CENTRAL UNIVERSITY OF ODISHA
(Established by the Central Universities Act of Parliament, 2009)
Sunabeda, Koraput, Odisha, Pin-763004

Date: 21/10/2021

Circular

Central University of Kerala in collaboration with **Central University of Odisha** is organizing Two days National Workshop on "**Business Research Methods**" on **26th & 27th Oct 2021** in virtual mode (Google meet platform). The details of Workshop and schedule is attached herewith.

All Visiting Professors, Faculty Members, Research Scholars and Students are cordially invited to participate in the workshop.

Registration Link: **<https://forms.gle/bbXmsY2Lg72o2x7n8>**
Link for joining the session: **meet.google.com/kcr-ztcv-dst**

This is issued with the approval of Competent authority.

(Dr. Minati Sahoo)
Convener & HoD (I/c), Dept. of Economics

Copy to:

1. Dean, DBCNR/ DSW (I/c) for kind information
2. Registrar for kind information
3. Finance Officer for kind information
4. Controller of Examination for kind information,
5. Director, IQAC for kind information
6. Deputy Registrar (Academics) for kind information
7. Visiting Professors for kind information
8. HoD/HoD(I/c) for dissemination among students, research scholars and other faculties
9. Convenor, WMC/ SMC with a request to upload in the University website/ social media
10. PRO with a request for media coverage
11. Members of the Committee for kind information
12. PS to VC, for the kind information of the Hon'ble Vice Chancellor
13. Subject File



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

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 Shaml

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 30th 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





National Workshop

Business Research Methods

Department of Management Studies, School of Business Studies,

Central University of Kerala

In Collaboration with

Central University of Odisha

Google meet link: meet.google.com/kcr-tcv-dst

Program Schedule

Day 1 – 26/10/2021

University Anthem 11.00 – 11.05 am

Welcome address Dr. Arunima K V 11.05 – 11.10 am

Presidential Address Prof. Dr. V Balachandran 11.10 – 11.15 am
Head, Department of Management Studies

Inaugural and keynote address Prof. Dr. Rajendra Pilankatta 11.15 – 11.30 am
Head, Dept. of Biochemistry and Molecular Biology
CU Kerala

Felicitation 1. Prof M S John 11.30 – 11.35 am
Head, Department of IR & Politics

2. Prof. T. Mallikarjunappa 11.35 – 11.40 am
Head, Department of Commerce & IB

Technical Session 1
Business Research 11.45 – 01.00 pm
Shri. Prasad Chandran
Chairman, SEEGOS
Formerly Chairman & Managing Director
BASF India Ltd.

Interaction 01.00 – 01.10 pm

Vote of Thanks Ms. Lakshmi Varma 01.10 – 01.15 pm

Technical Session 2
Research Design –
Dimensions and Sample selection 02.30 – 04.00 pm
Prof. Dr. P Natarajan,
Dept. of Commerce, Pondicherry University.

Interaction 04.00 – 04.10 pm

Vote of Thanks Mrs. Saumya C Manoharan 04.10 – 04.15 pm

Day 2 – 27/10/2021

Welcome address	Dr. R.K Mishra Sr. Prof. and Former Director Institute of Public Enterprise.	12.00- 12.05 pm
Presidential Address	Prof. H Venkateswarlu Vice Chancellor, Central University of Kerala	12.05- 12.10 pm
Special Remarks	Dr S K Palita Vice-Chancellor I/C, Central University of Odisha	12.10- 12.15 pm
Felicitation	Prof Dr Minati Sahoo Head, Dept. of Economics Central University of Odisha	12.15- 12.20 pm

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	12.20- 01.50 pm
	& Natanya Meyer Associate Professor:DHET-NRF SARCHI in Entrepreneurship Education, Dept. of Business Management, College of Business and Economics, University of Johannesburg	
Interaction		01.50 – 02.00 pm
Vote of Thanks	Prof.Dr. V.Balachandran Dean School of Business Studies	02.00- 02.05 pm

Technical session 4

	(Guest Introduction by Mr.Muhammed Nayeef)	
	Statistical Tools for Research Dr. P.N. Harikumar Professor of Commerce University of Kerala, Thiruvananthapuram	03.15- 04.30 pm
Valedictory Address:	Prof. Dr. M. A. Musthafa, Dean School of Education, CUK	04.30 – 04.45 pm
Vote of Thanks	Mrs. Shamla	04.45 – 04.50 pm
