



WORKSHOP ON RESEARCH METHODOLOGY

Organized by

POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE
NIRMALA COLLEGE, MUVATTUPUZHA

[Reaccredited by NAAC with A++ and CGPA 3.73]



Wednesday (15th June 2022)

UG Smart Room (Room No.114 @ Main Block Ground Floor)

10:30 am

RESOURCE PERSON



Dr. AJAY JOSEPH

(IQAC Co-ordinator & Assistant Professor in Commerce,
Bharata Mata College, Thrikkakara)

TOPIC:

LITERATURE REVIEW, VARIABLE IDENTIFICATION AND QUESTIONNAIRE DEVELOPMENT

Dr. Thomas K V
Principal

Dr. Raju V P
HoD, Commerce

Dr. Anu Jossy Joy
Research Co-ordinator, Commerce

EXPECTED OUTCOMES:

- After attending this workshop, the participants would be able to
- ▶ Establish the need for literature review and identify common themes in the literature
 - ▶ Develop arguments based on theoretical framework
 - ▶ Develop a database of research papers in the domain area of research
 - ▶ Identify research gaps and relevant variables

TARGET AUDIENCE:

Research Scholars
Post Graduate Students

ABOUT THE COLLEGE

Nirmala College, Muvattupuzha was founded in 1953 and it has now become one of the premier educational institutions in India with more than 3000 students and 136 faculty members. The college is reaccredited by NAAC with A++ grade (CGPA 3.73) in the fourth cycle of accreditation in 2021. The college was ranked in 100-150 band in the NIRF rankings 2021 by the Ministry of Education, Government of India. The college offers 17 Undergraduate programmes, 14 Postgraduate programmes and One Integrated Postgraduate programme. In addition to this, the college also offers Ph.D. programmes in Seven disciplines.

POSTGRADUATE AND RESEARCH DEPARTMENT OF COMMERCE

Department of Commerce started in 1955, pioneered commerce studies in the eastern part of Kerala. It was affiliated to the University of Kerala when the first batch of B.Com. course was started in July 1955 with 22 students and two teachers. The department became a centre of postgraduate studies in commerce in 1965. It was approved as a research centre in Commerce by the Mahatma Gandhi University in July 2000. In 2004 - 2005, the department celebrated its Golden Jubilee. The Department is an approved satellite centre of CMA. It is the biggest department in the college with more than 700 students and 25 teachers. Presently the Dept. has 29 Ph.Ds to its credit.

RESOURCE PERSON

Dr. Ajay Joseph, Assistant Professor in commerce, Bharat Mata College Thrikkakara, is a person of immense contribution to the research in the form of publications in various UGC approved journals and paper presentations. He served as a member of different academic committees of autonomous colleges in Kerala. He has been resource person in several colleges pertaining to NAAC accreditation process and is presently the IQAC Co-ordinator of Bharata Mata College, Thrikkakara. He is a well-known trainer in SPSS and AMOS. His areas of interest are digital marketing, social media commerce, capital market, derivatives, banking & insurance and macroeconomics.

Organising Committee

Prof. Emmanuel A J
Vice Principal

Dr. Sony Kuriakose
Assistant Professor &
Research Guide

Dr. Suby Baby
Assistant Professor &
Research Guide

Sr. Jinto John
Assistant Professor

Ms. Anitha Thomas
Assistant Professor