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oute: Thrissur - Potta, PMG College (25Kms approx. from North)
                                                              Jith P.B.
                                                                  <sup>(adambari</sup> P.G.
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                                                                                (rishnakumar P. G
                                                                                            Dr.Madhusoothanan Kartha
                                                                                                           Sreedharan P. N.
                                                                                                                      Girish M. C.
                                                                                                                           <sup>D</sup>r. Jojomon N. A.
                                                                                                                                   We appreciate correspondence by mail-programmerce@gmail.com
                                                                                                                                                                 Vote of Thanks
                                                                                                                                                                            Chief Guest
                                                                                                                                                                                Presidential Address
                                                                                                                                                                                                 Welcome
                                                                                                                                                                                                   Valedictory function
                                                                                                                                                                                                                                                          Members
                                                                                                                                                                                                                                                                                  Paper Presentations
                                                                                                                                                                                                                                                                                                     Lunch break
                                                                                                                                                                                                                                                                                                                               Academic Session 4, 5 & 6, 9-10,30 am, 10,30-12 noon,12-130
Chalakudy - Potta, PMG College (5Kms approx from Sol
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                                                                                                                                                                                  3.30 p.m to 4.00 p.m
                                                                                                                                                Dr. Aravind Krishnan K, Principal
                                                                                                                                                                                                                  Dr. Azar A
                                                                                                                                    Sri Krishnakumar P.G, Seminar Convener
                                                                                                                                                       Dr. Jojomon N. A., Vice Principal & HOD
                                                                                                                                                                Sri. Girish M. C., Asst. Prof. of Commerce
                                                                                                                                                                                                                             Principal Pavanatma College, Murickasery, Idukki
                                                                                                                                                                                                                                  Dr. Sunilraj N. V.
                                                                                                                                                                                                                                                       Dr. Johnson V
                                                                                                                                                                                                                                                                                          Dr. C. A. Visalakshi (HoD-Commerce)
                                                                                                                                                                                                                                                               2.00 pm to 3.30 pm
                                                                                                                                                                                         Assistant Prof. P.G Dept of Commerce, MES Kalladi,
                                                                                                                                                                                                        Assistant Prof. of Commerce, Gov. College, Attingar
                                                                                                                                                                                                                                                                                        Gow. Victoria College Palakkad
                                                                                                                                                                                                                                                                                                              Professor & Head Management Studies
                                                                                                                                                                                                                                                                                                                       Dr. Hareesh N. Ramanathan
                                                                                                                                                                                                                                                                                                                         Measurement & Scaling Made Easy
                                                                                                                                                                                                                                                                        1.30 pm to 2 00 pm
                     Krishnakumar P. G.
                                                                              sreedharanputhillam@gmail.com
                                       kadambarigopalan@gmail.com
                                                              sinigopalakrishnan@gmail.com
                                               swapnaabhinav@gmail.com
                               ajithpothikkara@gmail.com
                                                                      madhunjaloor@gmail.com
                                                                                       girishmechery@gmail.com
                                                      itsmekpg@gmail.com
                                                                                               jojonalpat@yahoo.com
                                                                                                                                                                                                                                                                                                     Research' - Approaches & Applications
                                                                                                                                                                                                                                                                                                                             Two Day National Seminar on
                                                                                                Post Graduate Department of Commerce
                                                                                                                                                                                                                                                               4th & 5th October 2019
                                                                                          Panampilly Memorial Government College
                                                                                    Chalakudy, Potta P.O., Thrissur (Dt), Karala-680722
                                 Directorate of Collegiate Education
                                                                               pmgcommerce@gmail.com, 0480-2701636
                           Government of Kerala
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Wnritation

Panamony Memorial Governments of a NAAC accredited educary Systematical Station affiliated in the manual Station affiliated to the sural Station of Chalakudy, Olian in the manual Station of the sural Station of the sura 1975, is a NAAC accredited education University of Calicut. It is ideally located the highland tracts of Kerala and good waterfalls, NH 544 and Cochin International after the legendary leader Sri. Panampilly prominent national leaders from Kerala who shaping the foundations of our economic and candidate college offers UG and PG programmes in Co. Malayalam, Mathematics, Physics and Political S.

We are happy to announce a two day national seminar on 'Research' - Approaches and Applications in the Digital Age As known to all, technology has refined, upgraded & redefined most of the conventional customs and conventions in social science research Today in this digital age, unless we learn to unlearn and relearn, it will be difficult to exist effectively in the field. The main objective of the seminar is to equip the academia with the latest changes and developments in the field and to discuss how effectively technology can be used to ease and refine research process viz problem formulation, designing, measurement, scaling, analysis and report writing. The seminar intends to provide a befitting platform for scholarly deliberations and interface discussions among research scholars, academicians, other stake holders and eminent resources in the field.

We earnestly solicit your presence, participation, scholarly deliberations and support to make it successful and effective. Those interested in participating / presenting papers may contact the coordinator/convener sufficiently early to ensure registration.

Dr. Aravind Krishnan K. Principal.

Dr. Jojomon N. A. Head of the Department

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O Whose is named Monon, one of the sidential Address nod a vital role in system. The

ugural address Co. Economics

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Chair

Paper Presentations Chair

Members

Programme

(04.10.2019)

9.30 a.m to 10.30 a.m

Vice Principal & HOD, P G Dept. of Commerce, : Dr. Jojomon N. A. Dr. Arayind Krishnan K, Principal

: Dr.V. Manikantan Nair, Principal. Govt. College, Attingal, Thiruvanathapuram Smt. Swapna R. Seminar Coordinator : 10.30 a.m -12.30 p.m Research In Digital Age

Dr. Salil Sahadevan, Education Officer, UGC, SWRO Benguluru

: 1.00 pm to 2.30.pm, 2.30 pm to 4.00pm Art of Effective Report Writing

Dr. Sreejesh S. Assistant Professor, IIM Kozikode Associate Prof. PG Dept. of Commerce, Govt. College, : Dr. O. C. Aloysius Kattapana, Idukki

4.00 p.m to 5.30 p.m

Associate Prof. & Head, PG Dept. of Commerce, Govt. Dr. Sethuravi R. College, Ambalapuzha

Associate Prof. of Commerce, Pavanatma College, Dr. Domini V. A. Murickasery, Iduki

Assistant Prof. PG Dept of Commerce, Maharajas College, Emakulam

Swapna R. (Coordinator)





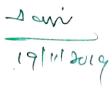
Post Graduate Department of Commerce Panampilly Memorial Government College

Potta, Chalakudy 680722, Thrissur Dt. Kerala.

Report of the two day national seminar on 'Research- Approaches and Applications in the Digital Age during 4th and 5th of October 2018 (Sponsored by the Govt. of Kerala)

The Post Graduate Department of Commerce of Panampilly Memorial Govt. College has organised a National Seminar on 'Research- Approaches and Applications in the Digital Age' sponsored by the Directorate of Collegiate Education, Govt. of Kerala during 4th and 5th of October 2019. The objective of the seminar was to equip the academic community to impart practical insights on Social Science Research. Considering the type and nature of the topic, the seminar was designed to consist of eight technical sessions, one inaugural session, two sessions for paper presentations and one velidiction session.

Prof. Dr. V. Manikantan Nair, Principal, Govt. College, Attingal presided over and inaugurated the seminar on 4.10.2019. Head of the Dept of Commerce and Vice Principal, Dr. Jojomon.N.A welcomed the gathering. The key note address was delivered by Dr. Salil.S, Education Officer, UGC-SWRO, Bengaluru, who also handled the first two sessions. Seminar co-ordinator Smt. Swapna.R proposed the vote of thanks. The inaugural ceremony was followed by a highly informative and active sessions on 'Research in the Digital Age', by Dr. Salil.S which focused on the latest changes and developments in the field of social sciences research. afternoon sessions titled 'Art of Effective Report Writing' led by Dr. Sreejesh.S, Asst. Professor (Marketing) IIM Kozhikode, deliberated on the reseach process in general with special emphasis on report writing. The academic sessions were chaired by Dr. O.C Aloysius, Asso Prof of Commerce, Govt. College, Kattappana. Research scholars and teachers presented papers during the last session on 04-10-'19. The paper presentation sessions on the day were chaired by Dr. Sethu Ravi. R, Asso. Prof & HoD of Commerce, Govt. College, Ambalappuzha, Dr. Domini.V.I, Asso. Professor of Commerce, Pavanatma College, Murickassery, and Dr. Sajikumar.K.B, Asst Prof of Commerce, Maharajas College, Ernakulam.



The forenoon sessions on 5-10-2019 on 'Measurement and Scaling made easy' by Prof. Dr. Hareesh. N. Ramanathan, Professor and Head of Management Studies, JAIN University, Kochi campus, was a vibrant one with discussions and activities pertaining to scaling tecniques in research. Chair of the academic session was Dr. C.A. Visalakshi, Asst Prof. of Commerce, Govt. Victoria College, Palakkad. Paper Presentations chaired by Dr. Johnson.V, Principal, Pavanatma College, Murickassery, Dr. Sunilraj.N.V, Asst Prof of Commerce, Govt. College, Attingal and academic sessions on 05 10'10

The concluding session of day two witnessed a short and memorable valedictory function chaired by the resource of the day Dr.Hareesh N. Ramanathan; our beloved HoD, Dr. Jojomon.NA delivered the Presidential address. Mr.Girish.MC, Asst Prof of Commerce, welcomed the audience, Swapna.R, Coordinator offered felicitations and seminar covenor Mr.Krishnakumar.P.G, proposed vote of thanks.

The highly insightful seminar had eminent erudites as resource and participants from more than 30 Govt/Aided colleges as well as research scholars from Tamilnadu and Karnataka. We thank all those who were instrumental in planning and executing the programme especially the Govt. of Kerala for having sponsored the programme and our most respected Principal Dr. Aravind Krishnan K, for having supported the seminar with all favours, helps and directions.

Potta, Chalakudy 10/10/2109

Swapna.R Co-ordinator

Recommended and Forwarded.

Or Joinson NA

Dr.Jojomon.NA

(HoD Commerce.)

Post Graduate Department of Commerce

Panampilly Memorial Govt. College, Potta , Chalakudy

Two Day National Seminar on 'Research'-Approaches and Applications in the Digital Age

During 4th and 5th October 2019

Attendance Sheet

| | Attendance sheet | | Signature |
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| SI No | Name and address of the participants | Signature (4.10.2019) | (5.10 2019 |
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| 3 | Dr.Sheheeth K H, Assistant Professor M D College,Pazhanji | That | 0. |
| 4 | Sumesh John, Assistant Professor , Commerce Govt. College, Kodenchery | 9 | TO |
| 5 | Dr.Raju V P,Associate Professor of Commerce,Nirmala College Muvattupuzha | That | Rad |
| 6 | Pradeep K G,Assistant Professor of Commerce,NSS College Rajakumari | My | July |
| 7 | Navya A H,Assistant Professor of Commerce,Govt.College Perambra | Nous | Nort |
| 8 | Adbul Letheif Aslam Assistant Professor of Commerce, Malabar College of Advanced Studies Vengara, Malapuram | <u>lle</u> | 10 |
| 9 | Dr.Santhimol M C,Assistant Professor of Commerce, TMJM Govt.College Manimalakunnu,Koothattukulam | | A Jak |
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