

## Samshodhan Report

2018-2019

Samshodhan is an annual research seminar organized by the Post Graduate students to showcase their research talent and to exchange ideas and perspectives with other learned researchers. It serves as a good platform for post graduate students from the fields of Commerce, Management, Economics and Tourism Studies to share their research finding. The theme for the seminar was Emerging Paradigms in Commerce. A paradigm or a new way of looking or thinking about something is a sign of a progressive society. With each changing paradigm, the ideas, the perspectives and the standards also subsequently change. Our economy has witnessed such far reaching paradigms, be it the E-Commerce wave which pave the way for small businesses to increase their sales or be it a popular concept of ‘One Nation One Tax’ in the form of GST or the ‘Make in India’ policy to develop India as a Global design and manufacturing hub, or bold move of organizing the unorganized economy in the form of demonitisation – the country has embraced it all. Such new emerging paradigms affect the way trade and commerce functions and therefore its essential to research, discuss, deliberate, constructively analyze and accept these emerging constructs. The seminar is an attempt to move in this direction. Samshodhan being a national level seminar, is conducted by the M.com students of the department of Commerce and the preparation for Samshodhan 2019 started in the month of December with the section of student coordinators from 2<sup>nd</sup> year Mcom, to form a Core Committee headed by Faculty coordinators, Dr. Sathish Kumar and Dr. Pooja Jain. The date for the seminar was fixed to be on the **25<sup>th</sup> of February 2019**. In accordance with the theme of the seminar, papers were research papers were invited from various fields of commerce majorly being from Marketing, Finance, HR, Accounting, Taxation, Banking and Insurance. Further various committee were formed with student volunteers from both First and Second year of Mcom. Invitations were prepared and sent to various colleges across the country by 1<sup>st</sup> week January. We received **45 papers** out of which **30 papers were selected** after double blind review by the review committee.

On 25<sup>th</sup> February 2019, the Inauguration of the seminar took place in the K E Auditorium. The seminar was Inaugurated by Dr Nagaraj, chairman, dept of commerce, university of Mysore. This was followed by a tea break form 9.45 – 10 AM and workshop sessions starting from 11 AM were

held for Mcom students and participants. A workshop on research writing and publication was held in the K E Auditorium for the 1<sup>st</sup> year M.Com students conducted by Dr Anirban Ghatak, Associate professor, Institute of management studies, Christ(deemed to be university) and Dr Rolla Das, Assistant Prof, Dept of English , CHRIST (Deemed to be University). The workshop on data processing pre-processing, analyzing and visualizing was held in OOTE Lab conducted by Mr Sanjay Hotwani. He mainly dealt with software like 'R Studio' for data pre- processing and analyzing, and 'Tableau' for data visualization. Poster making competition was held for the first year Mcom students as part of their business ethics paper of their curriculum. These were judged at two levels (1<sup>st</sup> level by the internal faculties and at 2<sup>nd</sup> level by external faculties.)

Post lunch research paper presentations were held simultaneously in two tracks. The general management track had presentation of 15 research papers which were judged by Dr. Raja Jeba Singh, Assistant Director, Research and Assistant Professor at St. Joseph's College of commerce, Bangalore and Dr. Manohar Kapse, Assistant Professor, Institute of Management, Christ (Deemed to be University). The finance track also had 15 research paper presentations which were judged by Dr. Narayani, Associate Professor, Narasee Moonji Institute of Management Studies, Bangalore and Dr. Ravi Kumar Associate Prof, Department of Management Studies, Christ (Deemed to be University). This year we had a fairly good participation from various colleges in and around Bangalore. We received papers from Department of economics, Institute of Management studies and Department of Management of Christ (Deemed to be University.) Research Papers for presentation were majorly from colleges in Bangalore; St Josephs College of Commerce, Kristu Jayanthi, Jyoti Nivas, Jain University and Mount Carmel College. Three research paper presentations were from Saintgits Institute of Management, Kerala.

The valedictory function was inaugurated by Dr. Jain Mathew, Associate Dean, Department of Commerce and Management, Christ (Deemed to be University). The prizes were distributed for the 1<sup>st</sup> Best paper title, 2<sup>nd</sup> Best paper title, Best paper for Ethics (from 1<sup>st</sup> year M.Com) and Best poster (for 1<sup>st</sup> M.Com ). The 1<sup>st</sup> Best paper title was won by Shivani Manvi from Jain University for the paper titled 'A study on determinants affecting the consumer perception towards purchase of organic food'. The 2<sup>nd</sup> Best paper title was won by Vidhi Shah from the Department of Economics, Christ (Deemed to be University) for the paper titled 'An assessment of destination brand personality and its relationship with intention to recommend'. The best paper for Ethics was

won by David Vishanth of 2 M.Com A of Department of Commerce, Christ (Deemed to be University) for the paper titled 'Portfolio pumping and ethical egoism'. The best poster was won by Appu Raveendranatha and team for the poster on 'Ethics in E-Commerce'.



