

# **GOLDEN JUBILEE WEBINAR SERIES ON RESEARCH METHODOLOGY**

**December 2021 - May 2022**



**Organized by**



**P.G. AND RESEARCH DEPARTMENT OF  
COMMERCE AND MANAGEMENT STUDIES  
SRI. C. ACHUTHAMENON GOVERNMENT COLLEGE,  
THRISSUR**

**[gctwebinar22@gmail.com](mailto:gctwebinar22@gmail.com)**



## ABOUT THE INSTITUTION

The college started functioning on 14 August 1972 in Thrissur, and was shifted to its present campus at Kuttanellur in 1991. The college is affiliated to the University of Calicut. The college has eight departments. Out of which five departments offer UG and PG programmes and three departments offer UG programmes. Three Research Centres are there in the college Commerce, Economics and History, offering PhD programmes in Commerce & Management, Economics and History. The college celebrates its Golden Jubilee in this year, 2021-22.

## ABOUT THE DEPARTMENT


PG & Research Department of Commerce & Management Studies started functioning at the inception of the college in 1972, and now the department offers two UG programs (B.Com & B.B.A) one PG program (M.Com.) and Ph.D. program in Commerce. The department has been elevated as a Research Center for Commerce in the year 2015 by the University of Calicut and offers PhD degree in Commerce and now there are 4 Research Guides and 14 Research Scholars pursuing PhD including one Junior Research Fellowship awardee of UGC. The department strives to attain the highest standards in teaching by maintaining a dynamic academic community. The department regularly organises National and International seminars every year for the academic community.

## ABOUT THE PROGRAMME

As part of the Golden Jubilee celebrations of the college, Department of Commerce under the banner of Research Centre decided to organise a Webinar Series on Research Methodology. This programme is for a duration of six months starting from December 2021 to May 2022. Official inauguration of the webinar was held on 8th December 2021. Various topics on different aspects of research will be covered in this programme. Technical sessions will be held in first and third week of each month. A workshop of one week duration on Data Analysis using Statistical Packages will be held at the close of the programme.

### Topics covered are:

1. Philosophy of Social Science Research
2. Selection and Formulation of Research Problem
3. Research Designs
4. Formulation and Types of Hypothesis
5. Systematic Literature Review
6. Sample Design
7. Questionnaire Design
8. Coding and Editing of data for analysis
9. Qualitative and Quantitative Data Analysis
10. Data Analysis: Panel Data Analysis using E-views
11. Data Analysis using Statistical Packages
12. Publication Ethics: Plagiarism
13. Report writing
14. Advanced Referencing Tool



Participants are expected to be research scholars in Commerce, Management and Economics. The primary goal of this webinar series is to bring together research scholars and experts aimed at dissemination of knowledge in different aspects of research. The participants are expected to receive an in-depth insight along with actionable and practical tools, methods and ideas to conduct research.

### **REGISTRATION**

The applicants who have already registered for M.Phil/Ph.D in a recognized University are eligible to apply. There is no registration fee. Candidates are required to register for the programme by duly filling the google form. The programme will be conducted in online mode using Google Meet. E-certificates will be provided to all participants on successful completion of the programme.

### **ORGANISING COMMITTEE**

Dr. Remya R, Principal  
Smt. P.V.Ambika, Vice-Principal  
Sri. S.V. Rajkumar, Head of the Department

### **PROGRAMME COORDINATORS**

Dr. Deepa Paul, Assistant Professor  
Email: deepapaul003@gmail.com Phone: 9747054456  
Dr. Eldhose K.V, Assistant Professor  
Email: eldhosewithu@gmail.com Phone: 9447047732

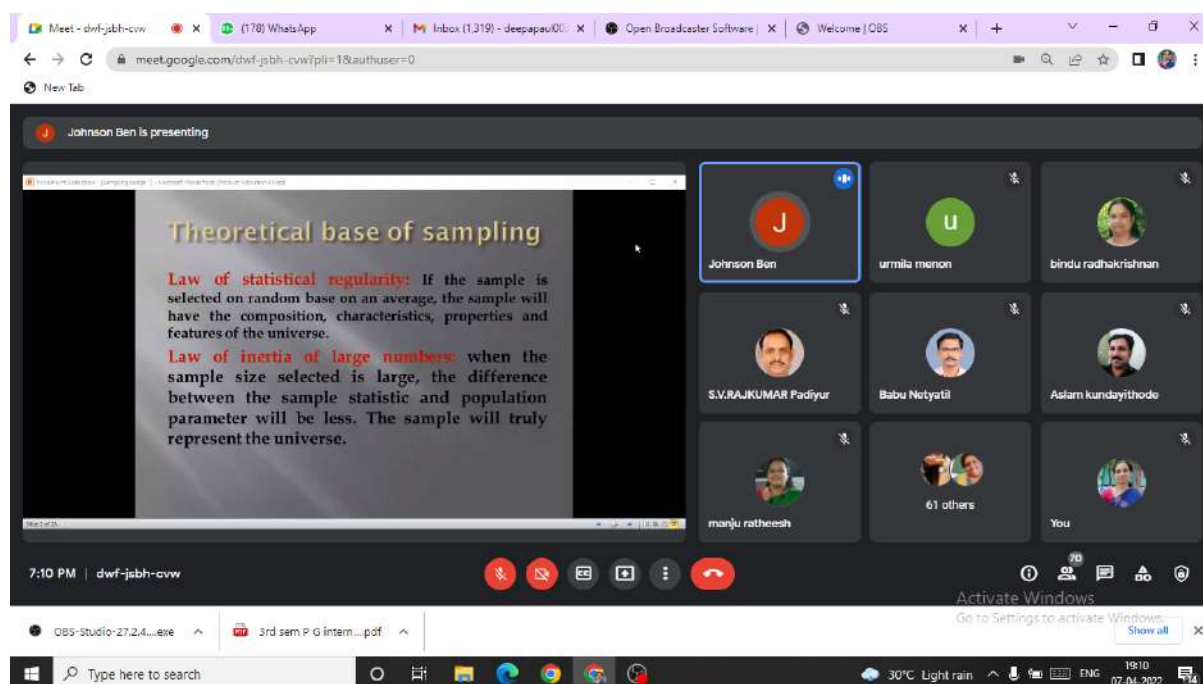
### **COMMITTEE MEMBERS**

Sri. P. K. Vijayan  
Dr. Renjitha Rajeev  
Smt. Liji V. P.  
Sri. Johnson N.J.  
Smt. Siji M.U.  
Dr. Sajikumar K.B.  
Dr. Anand K.  
Smt. Manju K.V.  
Dr. Ajitharani Unnikrishnan

## REPORT OF WEBINAR SERIES ON RESEARCH METHODOLOGY

As part of the Golden Jubilee celebrations of Sri.C.Achutha Menon Government College, Thrissur, PG and Research Department of Commerce and Management studies under the banner of Research centre organized a webinar series on Research Methodology during the period December 2021 to August 2022. Various topics on different aspects of research were discussed in this programme. The webinar series was started with an inaugural session in the month of December 2021. It was followed by seven technical sessions on various aspects of research methodology during January to August 2022.

The official inauguration of nine months webinar series on research methodology conducted by was held on 8 December 2021 from 10.30 to 11.30 AM. Dr B Johnson, Professor and Head, Department of Commerce, University of Calicut inaugurated the webinar series. After felicitation speech by Dr Ramya K, Associate Professor and Principal of college, welcome address was done by Dr Deepa Paul, Assistant Professor of Commerce and coordinator of the program. About 80 participants including teachers from different colleges, research scholars from various parts of Kerala and outside Kerala were present at the webinar. The resource person Dr B Johnson in his inaugural address shared concern on the diminishing quality of research works conducted in Social Science domain. The vote of thanks for session was done by Dr K Anand, Assistant Professor of Commerce.





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Johnson Ben is presenting

### Steps in sampling design

- Define the objectives of the investigation
- Define the population
- Specify the sampling units (Respondents from whom data is to be gathered)
- Deciding the sampling frame (List of sample units)
- Determine the sample size
- Availability of funds to conduct the investigation
- Selection of ideal sampling techniques to reduce sample error.
- Collect the data process it and present.

People

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Deepa Paul (You) Meeting host

Akhila C

Arind ramesh

AMEIKA NARAYANAN

ANICY ANTONY VATTOLY

Aneetha P.H

aneetha suresh

Johnson Ben

urmila menon

Aslam kundayit...

manju ratheesh

56 others

You

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# SRI C. ACHUTHAMENON GOVT COLLEGE, THRISSUR

*Golden Jubilee Celebrations*

**PG & RESEARCH DEPT OF COMMERCE AND  
MANAGEMENT STUDIES**

***ORGANISES A WEBINAR SERIES ON***

## **RESEARCH METHODOLOGY**

**INAUGURATION BY**



**Dr. B. Johnson**

**Professor & Head,  
Department of Commerce &  
Management Studies,  
University of Calicut**

**DATE  
TIME  
PLATFORM  
LINK :**

**8TH DECEMBER, 2021**

**10:30 AM**



**Google Meet**

**MEET.GOOGLE.COM/IUB-XKZM-UQZ**

**ALL ARE CORDIALLY INVITED FOR THE INAUGURAL FUNCTION**