

2 Day Workshop

on

BUSINESS RESEARCH METHODOLOGY FOR STUDENTS & SCHOLARS

on

12.02. 2018 & 13.02.2018

**Organized by -
Department of Commerce,
Assam University, Silchar**

Contact person:

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CONCEPT NOTE

Business research methodology have gained vast popularity over the years among both the academic and business fraternities. Entrepreneurs use research to make decisions about whether to enter a business or to refine a business idea. Established businesses employ research to determine whether they can succeed in a new geographic region, assess competitors or select a marketing approach for a product. Businesses can choose between a variety of research methods to achieve these ends. Business and management research is a systematic inquiry that helps to solve business problems and contributes to management knowledge. Research on aspects related any business, such as target customer, marketplace trends, production processes, and financial practices, can help to predict trends, project sales, spot opportunities, and avoid potential problems. Understanding the nature of diverse types of business research will help stakeholders to use data to maximize their sales and profits.

Eligible Participants:

- **Research scholars**
- **Post Graduate Students**
- **Under Graduate Students**
- **PGDMM Students**
- **Any other**

Course Highlights:

- Research methodology – conceptual frameworks
- Ethics in research
- Research areas in business studies
- Reasons and types of business research
- Methods and steps involved in business research
- Data collection and analysis
- Use of statistics in business research
- Use of information technology in business research
- Report preparation and presentation

Important points:

Registration fees:

- i) Research scholars: **Rs. 400/-**
- ii) Master Degree Students: **Rs. 300/-**
- iii) Bachelor Degree Students: **Rs. 200/-**
- iv) PGDMM Students: **Rs. 100/-**
- v) Others: **Rs. 500/-**

- Last date of Registration: **(31.01.2018)**, on first come first serve basis)
- **Venue: Department of Commerce, Assam University, Silchar.**
- Participants are required to send dully filled in registration form to the contact person.

Note to the participants:

- No TA/DA will be provided
- Fees paid will not be refunded under any circumstance.
- **Only limited participants** will be selected on **first come first serve** basis.
- Accommodation may be arranged on request and payment should be made by the participants.

****Without payment of registration fees and satisfactory attendance during the workshop certificate will not be issued to the participants.**

Organizing Committee:

Chief Patron:

Prof. Dilip Chandra Nath,
Hon'ble Vice Chancellor, AUS

Patron:

Prof. Niranjana Roy
Dean, M. G. School of Economics & Commerce, AUS

Advisors:

Prof. D. K. Pandiya, Prof. N. B. Dey

Chairman:

Prof. P. J. Goswami

Convener:

Dr. Parag Shil

Joint Convener:

Dr. Kingshuk Adhikari

Organizing Committee Members:

Dr. Brajesh Kumar, Dr. Joyeeta Deb, Dr. Soma Roy,
Dr. Rajat Sharmacharjee, Dr. Ram Ch. Das, Dr. A. S. Yarso.

APPLICATION FOR PROVISIONAL REGISTRATION

**DEPARTMENT OF COMMERCE,
ASSAM UNIVERSITY, SILCHAR**

**Workshop on Business Research Methodology
On
12 – 13 February 2018**

1. Name (in block letters):

2. Gender:

3. Designation: Research Scholar / PG Student / UG Student / PGDMM Student / Others

4. Department:

5. Organization:

6. Address:

7. E-Mail:

8. Mobile No.:

9. Accommodation Needed: Yes / No

Declaration and Undertaking:

I do hereby declare that all the information given by me is true and if any information is found incorrect my registration for the said event is liable to be cancelled by the organising committee.

Candidate's Signature with date