

ORGANISING COMMITTEE

CHIEF PATRON

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Chairman, K.S.R. Educational Institutions

PATRONS

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Mrs Kavitha Srinivashaan

Executive Director

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Dr V. Radhakrishnan

Principal

K.S.Rangasamy College of Arts & Science

CONVENER

Dr M. Vasan

Head, PG & Research Department of Commerce

CO-CONVENERS

Dr S. Mahes Kumar

Head, Department of Commerce CA (UG)

Dr D. Suganya Devi

Head, Department of Commerce (UG)

EXECUTIVE COMMITTEE MEMBERS

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Mr M.J.Balakrishnan Dr A.Amudha

Ms M. Jayanthi Mr M.Baskar

Mr V.L.Suresh Babu Ms P.Tamilarasi

Mr K.Visvanathan Mr S.Sathish

Mr V.Senthilkumar Dr P. Govindan

Mr C.Senthilkumar

REGISTRATION

Registration fee of ₹300/- for each participant should be paid in the form of Demand Draft drawn in favour of **The Principal, K.S.Rangasamy College of Arts & Science**, payable at **Tiruchengode**. Duly filled in registration form along with registration fee should be sent on or before **17th February, 2015** to the following address:

Dr M.VASAN

Head, PG & Research Department of Commerce

K.S.Rangasamy College of Arts & Science

(Autonomous), Tiruchengode - 637 215

Mobile: 9245284553

E-mail: commerceksr@gmail.com

DATES TO REMEMBER

Date of Registration : **17-02-2015**

Date of Conference : **21-02-2015**

PROGRAMME SCHEDULE

Venue : A/c Gallery Hall, KSR CAS

10.00 am : Inauguration

10.45 am : Session I - Navigation of Research

01.45 pm : Session II - Confiscation of Research
Fallacies

3.00 pm : Session III - Intricacies of Report
Writing

4.00 pm : Valediction

International Conference on

NEUTRALISING RESEARCH
MYTHOLOGIES IN COMMERCE

Saturday, 21st February 2015



Organised By

**DEPARTMENT OF COMMERCE
K.S.RANGASAMY COLLEGE OF ARTS &
SCIENCE (AUTONOMOUS)**

**Affiliated to Periyar University, Salem
(NAAC Accredited, ISO Certified Institution &
Included in 2(f) & 12 (b) of the UGC Act, 1956)**

**Tiruchengode – 637 215
Namakkal District
Tamilnadu, India.**

International Conference on

**NEUTRALISING RESEARCH
MYTHOLOGIES IN COMMERCE**

21st February, 2015

Registration Form

Name :

Designation :

Official Address :

Mobile :

E-mail :

Registration Fee : Cash / Demand Draft

DD No :

Date of Issue :

Amount :

Bank Name :

Signature

(Photocopy of the Registration Form can be used)

ABOUT THE COLLEGE

The College started its academic journey in the year 1995 by visionary and philanthropist Lion Dr K.S.Rangasamy, MJF under K.S.R Educational and Charitable Trust. This college is one among the renowned educational institutions which caters holistic education to the students of India and abroad. The college offers 16 UG, 12 PG, 7 M.Phil and 5 Ph.D programmes in various streams such as Science, Commerce, Management and Humanities.

The college has been rendering exemplary service in the higher education arena. It has contributed able administrators, academicians, professionals, scientists, intellectuals, social activists, entrepreneurs and other eminent personalities to the society. This acts as a testimony to the social responsibility of the college.

ABOUT THE DEPARTMENT

The Department of Commerce was established in the year 1995. Since its inception, the department has been dedicated to produce commerce graduates and research scholars of high calibre. It houses B.Com., B.Com CA., M.Com CA., M.Phil., and Ph.D programmes. The department is manned by academically well-qualified and experienced faculty members. The faculty members have been consistently involving themselves in publishing books, research articles in reputed journals and participating in various national and international forums to make them updated with the current issues in commerce domain which ultimately benefits our students. To make our students versatile and employable, the department has been conducting Guest Lectures, Industrial Visits, Personality Enrichment and Internship Training Programmes regularly.

CONFERENCE THEME

Research in commerce plays a pivotal role in providing viable solutions to many academic, business and other related problems all over the world. In India, research in commerce is still in nascent stage as compared to other developed countries. One of the contributory factors towards this state of affairs is that there is lot of misconceptions in the minds of researchers, either knowingly or unknowingly, when they undertake research activities. These misconceptions relates to the selection of topic, review of literature, framing of objectives, formulation of hypothesis, application of statistical tools for testing, deduction of inference and so on. Henceforth, there was no hand book or materials to clearly state how a research should be effectively carried out. As a result, the researchers undertake research activities according to their whims and fancies. This would result in deterioration of quality in commerce research. This situation will not be allowed to prolong. In other words, there should be a complete and final full stop to all these maladies. If no one bothers about correcting these misconceptions in research, it leads to leave the biased opinions and judgments for future generations in the area of research. So, it is imperative and essential to create and provide a vibrant platform where researchers discuss, deliberate and form a consensus among them to set a road map for producing and ensuring quality in research. In this backdrop, the Department proudly organises this conference. This conference will definitely throw a light on various issues in research which act as hindrances to do good research hitherto and offer valuable and sustainable solutions to all misconceptions and mythologies. Hence, research supervisors, scholars, students and others, who are incidentally or remotely connected with research, are pleased to participate in this conference and reap the benefits for further enhancement of potentials in research.