



REPORT ON "ANVESHANA- 2K24"

Title	STUDENT NATIONAL SEMINAR - "ANVESHANA- 2K24"
Date of Event(s)	19 th April 2024
Department/Association/ Cell/Committee	School of Business and Management.
Venue <i>(Mention the platform if it is online)</i>	Closed Audi
Number of Participants	160
Target Audience	All final year students of BBA and 1 st year MBA

Resource Person(s) with qualification (if applicable):	Guest cum Resource Person Dr. Shivakumar, Professor, NSB College, Bangalore. Internal Chair Dr Chithra N K Assistant Professor, St Francis De sales College
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Event Coordinator	Prof. Madhusudan M, Prof Kevin Rozario Program Coordinators School of Business and Management.
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On the auspicious date of April 19th, 2024, the School of Business and Management, in association with the Research and IP Cell, organized a vibrant and intellectually stimulating Student National Seminar. The event was a convergence of minds, bringing together more than 30 offline presenters and 9 online paper presenters, along with the enthusiastic participation of final year BBA and first-year MBA students. With over 20 colleges joining the event, it truly embodied a spirit of collaboration and academic excellence.

The seminar served as a platform for students to showcase their research, exchange ideas, and gain insights into various facets of business and



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management. From innovative strategies in marketing to sustainable business practices, the topics covered were diverse and enriching.

Dr. Shivakumar, a distinguished figure in the field of Human Resource, graced the occasion as the resource person. His keynote address provided a thought-provoking perspective on the current trends and future directions of business management. Drawing from his extensive experience, Dr. Shivakumar offered invaluable insights that resonated deeply with the audience.

Adding to the academic fervour was Dr. N K Chithra, an esteemed internal resource person from the School of Commerce. Dr. Chithra's expertise enriched the seminar with her sessions focusing on research methodologies and the importance of intellectual property rights in academic pursuits. Her guidance proved invaluable to both presenters and participants alike.

The seminar witnessed a dynamic exchange of ideas through offline and online presentations. Offline presenters, with their articulate delivery and in-depth analysis, captivated the audience's attention. The online paper presenters, despite the virtual format, showcased commendable research and engaged in interactive discussions, demonstrating the seamless integration of technology in academic discourse.

One of the highlights of the event was the active participation of final year BBA and first-year MBA students. Their enthusiastic involvement not only added vibrancy to the seminar but also provided them with a platform to refine their presentation skills and expand their knowledge horizon.

The participation of over 20 colleges added a diverse dimension to the seminar. It fostered a healthy exchange of ideas and perspectives, enriching the learning experience for all involved. The networking opportunities provided by the event were invaluable, allowing students to connect with peers and mentors from different institutions.

The seminar concluded with a sense of accomplishment and inspiration. The presentations, discussions, and interactions throughout the day had ignited a spark of curiosity and enthusiasm among the participants. As they dispersed, they carried with them not just knowledge but also the motivation to explore further and contribute meaningfully to the field of business and management.



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In conclusion, the Student National Seminar organized by the School of Business and Management, in association with the Research and IP Cell, was a resounding success. It showcased the academic prowess and collaborative spirit of the students and faculty involved. The event served as a testament to the importance of such platforms in nurturing talent, fostering innovation, and advancing knowledge in the field of business and management.

Report Prepared by:

Prof.Madhusudan

(Event Coordinator)

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EDATHUMPARAMBIL KURIACHEN
Date: 2024.12.23 08:49:20

Principal



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