

MAJOR ACADEMIC EVENTS

ONE DAY STATE LEVEL CONFERENCE ON BUSINESS EDUCATION RESEARCH

One Day State Level Conference on the topic "BUSINESS EDUCATION RESEARCH" organized by Vidyavardhaka First Grade College, P.G. Centre, in association with Vidyavardhaka Research Foundation and IQAC, Mysuru inaugurated 9.30 am at Sri. P. M. Chikkaboraiiah Hall on 11th December, 2021. Dr. S. Mari Gowda, Principal of the college spoke about the topic of the conference and gave an insight to the subject matter.

The Chief Guest of the program Sri P.S. Ranganatha Swaroop said "whatever the innovations we take on, it should be practically oriented" and research should come out with analytical solutions for solving the problems. Initially he spoke about his company which is involved in Building Management Solutions, viz., electronic security system, fire alarms etc., and he concluded saying that human relationship is very important for all of us.



Sri Gundappa Gowda, Hon. President, Vidyavardhaka Sangha, in his Presidential address spoke about the inception of the college and he stressed about the need of the research work to be under taken by every faculty which will help the nation and the student community to build their

future. Sri Shrishaila Ramannavar, Hon. Treasurer, Vidyavardhaka Sangha, was present on the occasion. The programme started with an invocation by Shreyas Kumar and Pooja Chandrashekar of M.Com final year. Dr.Ashwini S, HOD, PG Centre welcomed and introduced the Chief guests. The function concluded with vote of thanks by Prof. S.Poornima. Asst. Professor, Dr.Rajeshwari, G M, Associate Professor compered the programme. Prof. Prashanth Kumar G, Asst. Professor, final year students of the PG Centre, participants from various colleges, Research scholars and students were also present on this occasion. The inaugural ceremony followed Three Technical sessions.

The First Technical Session was held between 10.00 am to 11.15 am with a team entitled "The Intertwine process of Business and Research" Prof. A.P. Balasubramanian, Department of Studies in Earth Science, Centre of Advance Studies, UOM, Mysuru was the Resource Person and Dr. Bhavani M. Associate Professor and Head, Department of Studies in Commerce, PBMMEC, Mysuru was the Rapporteur.



The Second Technical Session was stated at 11.30 am titled "Role of Universities in fostering sustainable development through research" Dr. G. Kotreshwar, Former Professor, Department of Studies in Commerce, UOM, Mysuru was the Resource Person and Dr. Ashwini S, Associate Professor, and Head, Department of Studies in Commerce, VVPGC, Mysuru was the Rapporteur.



The Third Technical Session was stated at 2.00 pm entitled "How to Publish with High Indexed Journals" Dr. Varsha Agarwal, Assistant Professor, Centre for Management Studies, JAIN (Deemed-to-be-

University), Bengaluru and Dr. Rajeshwari G M, Associate Professor, Department of Studies in Commerce, VVPGC, Mysuru was the Rapporteur.

