



**PSGR KRISHNAMMAL COLLEGE FOR WOMEN**  
**College of Excellence**  
**(An Autonomous Institution, Affiliated to Bharathiar University)**  
**(Reaccredited with 'A' Grade by NAAC, An ISO 9001:2008 Certified**  
**Institution)Peelamedu, Coimbatore-641004**



**Department of Commerce**

**National Workshop on Advanced Research methods in Commerce & Management**

**DATE: 01-03-17 to 03-03-17**

**TIME: 9:30AM - 5:00PM**

**VENUE: MULTIMEDIA HALL 2**

**PRAYER SONG**

**WELCOME ADDRESS**

**RESOURCE PERSON** :1.Dr.S.Ganeshan,  
Fire Bird Institute of Research in Management,  
Coimbatore  
2.Dr.B.Sripirabaa  
Associate Professor  
Department of Management  
PSGRKCW  
3.Dr.J.Anitha  
Associate Professor  
Department of Management  
PSGRKCW  
4.Dr. T. SrinivasaVijayalaya  
Assistant Professor  
Department of Psychology  
Christ University  
Bangalore.

**TOPIC : “Advanced Research Methods in Commerce and Management”**

**VOTE OF THANKS**

**NATIONAL ANTHEM**

**DEPARTMENT OF COMMERCE**  
**REPORT -NATIONAL WORKSHOP**

DATE : 01-03-17, 02-03-17,03-03-17  
TIME : 09:30 AM - 5:00 PM  
VENUE : MULTIMEDIA HALL 2  
TOPIC : ADVANCED RESEARCH METHODS IN COMMERCE ANDMANAGEMENT

The Three day National Workshop was inaugurated on 1<sup>st</sup> March, 2017 by Dr. S. Ganeshan , Fire Bird Institute of Research in Management, Coimbatore. Resource Persons Dr. B. Sripirubaa, Associate Professor, Department of Management, Coimbatore & Dr. J. Anitha, Associate Professor, Department of Management, Coimbatore. Dr. T. Srinivasa Vijayalaya, Assistant Professor, Department of Psychology, Christ University, Bangalore delivered a detailed insight on the topic "The Advanced Research Method in Commerce and Management". 40 Participants from various colleges took part in the workshop.



*Anitha*

Signature of HOD

**Dr. (Mrs) G.KAVITHA, B.Com, M.Phil, PSGU, P.S**  
Assistant Professor and HOD  
Department of Commerce  
PSGR Krishnammal College for Women  
Peelamedu, Coimbatore - 641 004

**National Workshop on “Advanced Research Methods in  
Commerce and Management”**

**1<sup>st</sup> to 3<sup>rd</sup> March 2017**



- RESOURCE PERSONS** :
1. Dr. S. Ganeshan,  
Fire Bird Institute of Research in Management,  
Coimbatore
  2. Dr. B. Sripirabaa  
Associate Professor  
Department of Management  
PSGRKCW
  3. Dr. J. Anitha  
Associate Professor  
Department of Management  
PSGRKCW
  4. Dr. T. Srinivasa Vijayalaya  
Assistant Professor  
Department of Psychology  
Christ University  
Bangalore.