



Government of Karnataka
Department of Collegiate Education
MAHARANI'S WOMEN'S COMMERCE AND MANAGEMENT COLLEGE
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**PG DEPARTMENTS OF BUSINESS ADMINISTRATION AND COMMERCE &
IQAC 2018-19**

Report of the one Day National Level Seminar held on 16-03- 2019



A One day National Level Seminar on “ Emerging Perspectives on HR, Marketing & Finance” organized by the PG Departments of Commerce and Business Administration in association with IQAC on March 16th 2019 in the college from 9.45 am to 5 pm. The organizing secretary of the seminar, Dr G H Mahdevaswamy delivered the welcome address to the gathering. Dr R Nalini, one of the organizing conveners presented the introductory remarks, The seminar was inaugurated by the Chief Guest Lion

Malappa Gowda, President of Lions Club of Mysore by lighting the lamp. Dr S Manju introduced the key note speaker Dr C Raju, Professor in OM & OR, IIM, Kozhikode, Mysore. Dr Raju delivered the key note address wherein he detailed about the theme of the seminar with the help of cases like ID Fresh food products. Dr Channabasavegowda and Prof Somanna , the HOD of Commerce & Management were present. Dr Annegowda, the Principal of the college delivered the presidential address and the inaugural ceremony concluded with vote of thanks proposed by Smt. B V Tulasi, Assistant Professor of Commerce. Smt. Rajani, Assistant Professor of English was the Master of Ceremony. This was followed by technical sessions. ”. The speaker of the first technical session was Dr Balu, the Chief General Manager, RBI, Chennai, Tamil nadu who spoke on “Emerging Perspectives on Issues in Banking Sector The session was chaired by Dr Nagaraja N and the rapporteur of this session was Sri Nagendra N, Assistant Professor, MWCMC, Mysore. This session was moderated by Dr. Niranan babu , Assistant Professor, MWCMC, Mysore. The speaker of second technical session was Dr. M R Suresh, Professor in Marketing, SDM IMD, Mysore who spoke on ” Marketing: Society & Strategy”. This session was chaired by Dr. B H

Suresh, Professor of Commerce, DOS in Commerce , University of Mysore, Mysore. The rapporteur of this session was Dr. Yogesha B S, Assistant Professor, GFGC, KR Nagar. The session was moderated by Smt. Punitha S J , Assistant Professor, MWCMC, Mysore. During the post lunch session the third technical session on “ New Dimensions of Recruitment, Compensation Package and Training” was held and the speaker of this session was Mr. Goutham, the Head of HR & IR of Radico Khaitan Ltd, Mysore. The session was chaired by Dr. Mahesh, Chairman, BIMS, Mysore. Mr. Prasad H K, Assistant Professor, MWCMC, Mysore was the rapporteur of this session and the session was moderated by Dr. Shivaprasad, HOD and Assistant Professor, MWCMC, Mysore. Later, the paper presentations by delegates were conducted in three parallel tracks. The first track was moderated by Smt. Margaret Mary, Assistant Professor, MWCMC, Mysore. The track was chaired by Prof. Arkasli D Arabindu N, Associate Professor, MWCMC, Mysore. The session was cochaired by Dr. Manjunath V, Assistant Professor, MWCMC, Mysore. Papers were presented on topics in the area of HRM. The second track of paper presentations was chaired by Dr. Veena M, Associate Professor, MWCMC, Mysore and Cochaired by Assistant Professor, MWCMC, Mysore. The track was moderated Mrs. Vanitha n, Assistant Professor, MWCMC, Mysore. Paper presentations in the area of Marketing were made in this track. The third track of paper presentations in the area of finance was moderated by Mrs. Thriveni, Assistant Professor, MWCMC, Mysore. The track was chaired by Dr. Prabhu M, of JSS College, Kollegala, and co chaired by Dr Kanthesh Sanningammanavara, Assistant Professor, MWCMC, Mysore. A feedback of the seminar was also obtained from selected delegates of this seminar to know about their opinion regarding the seminar. Thus, the one day national seminar held in this college was well received by the participants.



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Feedback Analysis of One Day National Seminar held on 16/03/2019

The feedback obtained from delegates during the national seminar was analysed to know about the opinion of delegates about the seminar. The feedback was obtained from selected delegates using a printed questionnaire which contained six parameters upon which the delegates evaluated the seminar. The parameters considered were, knowledge content of the resource persons, presentations by resource persons, time management, paper presentations by participants, hospitality and about overall seminar. The responses were obtained on a Four Point Scale ranging from 'Excellent to Fair'. The analysis of feedback revealed that the mean score of all responses by 55 delegates was more than 3 indicating that the participants opined highly about the seminar. Their responses for each of the parameter has been tabulated below:

<i>Parameter</i>	<i>Mean Score</i>
<i>Knowledge Content of Resource Persons</i>	3.22
<i>Presentations by Resource Persons</i>	3.06
<i>Time Management</i>	2.73
<i>Paper Presentation by Participants</i>	2.87
<i>Hospitality</i>	3.17
<i>Overall Seminar</i>	3.01

It may be seen from the above table that out of a maximum score of 4, the seminar is proved to be successful as the mean score on all the six parameters is three or above three except on time management. This implies that the seminar was fruitful in delivering and sharing knowledge to the participants.

Prof. B V Thulasi,
Assistant Professor of Commerce & IQAC Coordinator