



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (CPE)

Ranked 93rd in NIRF 2022 by the Ministry of Education, Government of India

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

3.3.1 The Institution's Research Facilities

AQAR: 2021-2022


STUDENT RESEARCH ENGAGEMENT





St. Joseph's College Of Commerce (Autonomous)
Affiliated to Bengaluru City University
Accredited with 'A++' Grade by NAAC in 4th cycle (CGPA 3.5704)
College with Potential for Excellence (CPE)
Ranked 83rd in NIRF 2022 by Ministry of Education, Government of India
#163, Brigade Road, Bengaluru - 560025, Karnataka, India

**The Whys And Hows
Of
Intellectual Property**



SHAILAJA SHASTRI
ASSOCIATE DIRECTOR
COGNIZANT TECHNOLOGY

| VENUE | DATE | TIME |
|---------------------|----------|------|
| MEDIA ROOM (003) | 29.10.22 | 10AM |





Student Research Engagement

Research orientation is included in the curriculum for the graduate and postgraduate programmes. The Research Centre of the college, along with the subject teachers, guide and mentor the undergraduate and postgraduate students in research work. Research Methodology Paper is taught as part of the curriculum. Students are motivated to take up independent research projects, and the research carried out by students in the form of case studies and research papers are compiled, edited and published by the college. Students are encouraged to engage in research in the field of Commerce and Business Administration with an orientation to support the society in dealing with the diverse challenges. Research culture is an integral aspect of the curricular framework of the institution. The dissertations along with minor and major research projects allow students to become industry-ready.

Activities and Achievements of the Research Centre in the Academic Year 2021-2022

Research Centre renewed its Research Centre status under Bangalore City University for next five years.

Programmes Organized by the Research Centre

I. Government Sponsored Events

a. AICTE Sponsored Faculty Development Programme:

In its endeavour to enhance research-oriented teaching pedagogy, a five-day national level Faculty Development Programme was organized by the Research Centre from Oct 25 – 29, 2021. The programme was sponsored by ATAL Academy, a unit of AICTE. Dr. Deepika Joshi was the Course Director of the Faculty Development Programme. The key objective of the FDP was to help the researchers structure a case study and choose the right journal for publishing the case study. Learned professionals from IIM Calcutta, IIT Lucknow, NIT Hmripur and VIT Vellore delivered the 14 sessions on topics related to their area of expertise. 200 participants from nine different states of the country participated in the FDP.

b. ICSSR Sponsored Experiential Training Programme:

With an objective to expose scholars to various elements of Research Methodology, a Seven-Day Training Programme was organized by the Research Centre from 18th April 2022 to 24th April 2022. The programme was sponsored by Indian Council of Social Science Research Southern Regional Centre, Hyderabad. Experienced professors from IIM Raipur, Pondicherry University, and PSG Institute of Management conducted

sessions on selected topics. The Workshop was organized under the leadership of Dr. Sridhar L. S., Workshop Director and Dr. D.Rajesh Jebasingh, Workshop Co-Director. The Workshop witnessed 106 participants from eight states in India.

II. Management Sponsored Capacity Building Programmes

a. National Level Faculty development programme

In academic research, publishing articles in journals indexed by reputed agencies play a significant role in the career advancement of researchers and academicians. A National level FDP on "Research Writing and Publication" sponsored by SJCC was conducted on 10th and 11th of August 2021 by SJCC Research Centre. The first day's session on the topic "Writing for Indexed Journal" was led by Dr. Ritika Mahajan, Assistant Professor MNIT Jaipur. The second day's session on the topic "Identification of Fake/Predatory/Cloned Journals in Academics" was delivered by Dr. Sumit Narula, Deputy Dean Research, Amity School of Communication and Public Relations, Gwalior.

b. Faculty Development Programme for In-house Faculty Members

The in-house faculty members attended a two-day FDP on 'Secondary Data Analysis'. Thirty faculty members participated in this programme. Mr. Gurumurthy, Assistant Manager - Customer Support for Capital Market Publishers India Pvt. Ltd., shared the knowledge required to access capital market information from the CAPITALINE Database. Mr. Bipin, Senior Deputy Director of the EPW Research Foundation (EPWRF) in Mumbai demonstrated how to obtain time series data from the EPWRF database. Dr. P. Srinivasan, Associate Professor at the School of Management (SOM) at Presidency University in Bangalore, offered insights on using E-Views to analyse time series data. Dr. Amuthan, Associate Professor at Karunya University in Coimbatore, presented forecasting modelling. The event was sponsored by the College Management.

III. PhD program of Bangalore University

The three PhD scholars allocated under SJCC Research Centre from Bangalore University completed their PhD Viva. The details are mentioned below:

- Ms. Fozia Mehtab, PhD scholar guided by Dr. H. Nagaraj successfully defended her PhD thesis on July 27, 2021. Her research work titled 'A Behavioural Approach to Investment Decision: A Comparative Study Between Male and Female Investors in India' was highly appreciated by the faculty members, scholars and researchers who attended the viva. She presented her research work in 6 conferences and published 5 articles.
- Mr. Girish, PhD guided by Dr. H. Nagaraj successfully defended his PhD thesis on 15th November, 2021. His research work titled 'A Study on the Market Efficiency of Stock Markets and Forex Markets in India' produced six research papers and were presented and published in both national and international journals.

Mr. Shree Murthy, PhD scholar under the guidance of Dr. Mohan Philip successfully defended his

PhD thesis on 5th Jan, 2022. His work titled 'A study on Credit Models of Public

Sector Banks in Karnataka' was appreciated by the scholars and researchers who attended the viva. Mr. Shree Murthy presented and published six research papers related to his PhD work in conferences and reputed journals.

IV. Research Programme for the PG and UG Department

a. Experiential Training Programme on Research Methodology:

Research Centre of SJCC in collaboration with PG Department organized a six-day long experiential training programme for M.Com final year students from 1st September 2021 to 7th September 2021. The programme was organized with a view to enhance the research related skills of PG students and prepare them to undertake the dissertation work confidently. Seven sessions on various topics like research design, questionnaire construction, hypothesis testing, ethics in research, plagiarism policy of SJCC and UGC and writing the dissertation thesis and research articles were covered during the programme. Five faculty members from SJCC shared their knowledge and expertise with the students.

b. Workshop on Basic of Research Methodology for UG students

A Two-day workshop was organized on 17th and 21st September, 2021 for the BBA and B. Com students. Students of Quest Club and Mainframe Research forum participated in the workshop. They were trained on research, problem identification, hypothesis construction, questionnaire development, data collection and various data analysis techniques.

V. Guidance to the Departments

The Centre extends guidance to the Undergraduate and Postgraduate Departments in organizing the conference, workshops and seminars. The Centre provided support to the departments by reviewing the papers, compiling compendiums and also helping them with plagiarism check to follow publication ethics.

VI. Expert Review Committee Meeting – BJES Seed Money Projects

The Centre extended support by organizing Expert Review Committee meeting to scrutinize the proposals submitted by faculty members under BJES Seed Money Projects. Subject experts, Dr. Mohan Philip Associate Professor, Dr. Sheela, Associate Professor and Dr. Rajajeba Singh Assistant Professor at SJCC conducted the internal review on 25th and 26th February, 2022. Proposals submitted by three faculty members were selected for the BJES Seed Money projects. Details are as follows:

| Sl. No. | Name of the Principal Investigator (PI) | Title of the Project | Scheme of the Project |
|---------|---|----------------------|-----------------------|
|---------|---|----------------------|-----------------------|

| | | | |
|---|---------------------------|---|-----------|
| 1 | Dr. Neeti Roy | Effect of Mother Tongue on teaching-learning experience: A comparative study of selected government and private schools in Urban Bangalore District | 12 Months |
| 2 | Dr. Preemal Maria D'Souza | An Analytical Study on the Extent of Financial Inclusion among the Slum Dwellers of Bangalore Urban District | 12 Months |
| 3 | Mr. Prakash R. | Generational Differences among the Bangalore Dalit Christian Community: an enquiry into Caste, Class and Religion | 12 Months |

VII. SJCC Management Research Review Peer Review Journal (Print ISSN: 2249-4359)

The SJCC Management Research Review - SJCC MRR (ISSN 2249-4359) is a biannual Journal published in June and December. The Advisory Board of the journal gets revised in the month of June, every year. The new Board constituted for this year is comprised of experienced researchers and academicians from reputed international universities. The list of newly added members is given below:

| Name of the Editor | Affiliation |
|---------------------------------|---|
| Dr. Nicholar Santos, SJ | Associate Professor, Heider College of Business, Creighton University, Omaha, USA |
| Dr. Joseph F. Maria Serrano, SJ | Associate Professor, Department of Society, Politics and Sustainability, ESADE Barcelona, Spain |
| Dr. Tad Gonsalves, SJ | Professor, Faculty of Science and Technology Sophia University, Tokyo, Japan |

Two volumes of the “SJCC Management Research Review” the biannual Journal were published by the Research Centre in the month of June and December. Apart from the regular editions, this year a special issue was also published in July 2021.

VIII. Database Advancement and Flexibility to Use During COVID-19 Pandemic

Research Centre has expanded the existing collection of information by procuring the EBSCO and ProWess databases. During the pandemic, the Research Centre ensured that faculty members, research scholars and students are provided with off-campus facility to access theses, dissertations, key journals, books, and research reports from E-resource platforms like EPWRF, and N List.

IX. PhD Scholar Interface Meeting:

The Research Centre of SJCC organized a PhD Scholar Interface Meeting for its registered scholars in the second week of every month in the academic year 2021-2022. The objective of the meeting was to conduct a research work presentation by any one of the scholars followed by active discussion on the research work. Scholars are also informed well in advance about the activities planned by the Research Centre. The meetings were also organized to offer a platform for the researchers to freely express their research related queries, if any. In this regard, scholars on voluntary basis express their interest to present her/his research work. Three such PhD scholar meetings were organized from July 2020 to September 2021. All the meetings were scheduled on MS Teams platform.

| Date | Particulars of activities |
|---------------|---|
| July 20, 2021 | Ms. Komala, PhD Scholar of Dr. Mohan Philip presented her research work titled “A study on impact of online food retailing on customer satisfaction, with special reference to Bangalore” |

| | |
|--------------------|---|
| August 27, 2021 | Mr. Satish, PhD Scholar of Dr. Rajajeba Singh presented his research work titled "A study on marketing of agricultural commodities special reference to Tumkur District of Karnataka" |
| September 27, 2021 | Ms. Aisha Banu, PhD Scholar of Dr. Lily David presented her research work titled "Application of Brand Valuation methods: a study on selected manufacturing service industry" |

X. PhD programme

A. PhD Research scholar Registered in SJCC Research Centre

| Name of the Guide | Name of the Research Scholar | Date of Registration |
|-----------------------|------------------------------|----------------------|
| Dr. Mohan P Philip | Komala. B | 20th Jan 2014 |
| | K.Padmavathi K | 30th Dec'2016 |
| Dr. H. Nagaraj | Vidhya. B | 30th Dec'2016 |
| | Santhosh.N.C | 30th Dec'2016 |
| | Aisha Banu | 30th Dec'2016 |
| Dr. D. Raja Jebasingh | Sathisha. S.M | 30th Dec'2016 |
| | Minu. M | 30th Dec'2016 |
| | Divya Shree.v | 30th Dec'2016 |
| | Mallika. D. S | 30th Dec'2016 |
| Dr. Shubra Rahul | Ahana Ruth Pinto | 30th Dec'2016 |
| | Ms. S.V. Lavanya | 30th Dec'2016 |

XI. Research Internship: Innovative Step to Involve Students with Research Centre

One of the key goals of the Research Centre is to create an ecosystem conducive for research among students. The Centre started the Research Internship for the interested M.Com students and the proposal was highly appreciated by the Board members of the PG BoS. Interested students can apply through an application form. At the first stage, their research aptitude is evaluated through an entrance test followed by a research proposal presentation. Internship duration is from 4-8 weeks. After submitting the research report, students will be issued with a certificate signed by the principal. The Research Internship will start from July 2022. This initiative offers an opportunity to the curious students to involve them in research related activities. This short-term exposure to research will help students broaden their perspective on the issues and challenges faced by societies, industries and governments.

Faculty Involvement in Research

| Sl. No | Name of the Principal Investigator (PI) | Title of the Project | Scheme of the Project | Funding Agencies | Sanctioned Amounts (In Rs) |
|--------|--|--|-----------------------|------------------|----------------------------|
| 1 | Dr. Sridhar L S | A Study on Utilization Of Health Care Services In India – A Special Reference To Child Care | 12 Months | ICSSR New Delhi | 4,00,000 |
| 2 | Dr. Deepika Joshi (PI) Dr. Nirmala Joseph (Co-PI) | Garbage Collectors Wellbeing for Sustainable Communities: A Study of Bangalore Metropolitan area | 12 Months | ICSSR New Delhi | 2,50,000 |

a) Ongoing Research Projects

11

b) Completed Research Projects

| S. No | Name of the Principal Investigator | Title of the Project | Type | Name of the funding Agencies | Sanctioned Amounts (In Rs) |
|-------|------------------------------------|---|-------|------------------------------|----------------------------|
| 2. | Dr. Raja Jebasingh | Study on Social Security of Domestic Migrant Workers: Empirical Evidence from Bangalore Urban District of Karnataka | Minor | ICSSR South Regional Centre | 1,10,000 |