National Workshop on
Business Research Methods and Report Writing

Organized by

Unveiling Excellence

Department of Commerce
UNIVERSITY OF SCIENCE & TECHNOLOGY MEGHALAYA

Accredited 'A' Grade by NAAC

Supported by : **IQAC, USTM**



Date: 8th June 2022

Venue: P. A. Sangma International Block, USTM

About The University

The University of Science & Technology Meghalaya (USTM) is the first State Private University of Science & Technology in the entire North East India—a University that has been awarded the accreditation rating of "A" Grade in its first cycle of assessment by the National Assessment and Accreditation Council in 2021. The University is only 10 year-old and is sponsored by the ERD Foundation, Guwahati.

The University has been established under the provisions of the University of Science and Technology Meghalaya Act (No.6 of 2008) enacted by the Legislative Assembly of Meghalaya and notified vide Gazette Notification No LL(B)87/2008/21, dated 02.12.2008 of Government of Meghalaya. USTM is empowered by the University Grants Commission, to award degrees. It has also received the necessary approval from AICTE, New Delhi; NCTE, ERC, Bhubaneswar, Pharmacy Council of India, BCI, New Delhi to run MBA, B.Ed., D. Pharm & B. Pharm, LLB (H) and BALLB (H) programmes respectively.

The University has been involved in fulfilling the aspirations of young minds by imparting quality education. Further, the University is involved in high-value research emphasizing required needs as well as in pursuing frontier areas of research innovation. Invention and entrepreneurship have remained the primary focus. The University is directing all its efforts to create the much-needed S &T manpower to foster relentlessly the economic and social development of the region in an inclusive manner.

About the Department

The importance of Commerce education is growing with time. There is a continuous change in the environment, and it is continuously interacting with the subject matter making many older subjects obsolete and providing a path for the newer insight. To provide such newer insight into the subject and fulfilling the aspirations of the people of the region, the Department of Commerce got established in the year 2012 under the aegis of the University of Science and Technology Meghalaya with a vision to groom up the department as a centre of excellence in research and education in the field of Commerce. Department offers 3 years B.Com (Hons), 2 years M.Com and Ph.D Programme. Department strives for the holistic development of students and practices student centric teaching learning approach. Teaching learning approach emphasizes on experimental learning, participative learning, problem solving methodologies, and other relevant mode of interaction. Department is actively contributing in the field of research covering various branches of commerce discipline. Faculty members and research scholars are regularly publishing concept based as well as empirical research works in various research journals of repute.





About the Workshop

Business Research is a specific part of research tool which is applied to solve the operational, functional, planning and executional problems pertaining to a business entity. This kind of research and its outcome is a handy apparatus for a business entity in designing a business plan and creating a strategy to face competition emanating from competing institutions. Therefore, this workshop aims at strengthening skills necessary for carrying out research in the field of business efficiently and effectively. The workshop is intended to cover fundamental aspects of research methodology in the domain of business and increase the capability of the participants in effective report writing.

Objective of workshop

The workshop stives to accomplish following objectives

- To make participants aware about the relevant and emerging areas of research in the field of business
- To acquaint participants with the fundamentals of research design, and essentials of effective and efficient report writing.

Selection Criteria

Academicians, Research Scholars, Post Graduate Students, Under Graduate Final Year Students of any recognized Universities/Institutions/Colleges from the discipline of Commerce, Economics, and Management are invited for this workshop.

How to apply

Interested candidates may apply to attend the workshop by registration on or before 6th June 2022. The link for the registration is: https://forms.gle/oE3PozGaAsuEFyrZ9

Registration Fee

Academicians	: Rs 500/-
Research Scholars with Fellowship	: Rs 500/-
Research Scholars	: Rs 300/-
Students	: Rs 100/-

On the spot registration is available

Bank A/c Details

Name of the Account Holder: University of Science & Technology Meghalaya

A/c Number	: 911010060610980
Bank	: Axis Bank
Branch	: Khanapara
IFSC	: UTIB0001297



Organising Committee

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