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**ANNUAL REPORT**  
**RESEARCH FORUM 2024-2025**

Sl. No	Particulars	Description
1	Event:	Research Paper Presentation at IASWG2024 Symposium, Spain
	Date & Time	11-06-2024 to 15-06-2024
	Resource Person	Nil
	Staff Coordinator	Ms. Kadambari.K Assistant Professor & Research Forum Coordinator, Department of Commerce
	Student coordinator	Nil
	Details	The Director of AMC Ms. Meena Ramaswamy, and the principal Dr. Byju.K presented a paper entitled “Mitigating Transphobia and enhancing employment opportunities through social support, group work, and progressive policies in Indian Higher Education Institutions” at IASWG 2024 symposium, University of Madrid Campus De Somosagus on 12 <sup>th</sup> June 2024 Wednesday @15.40
2	Event:	Discussion on Research Outcome of Spain IASWG Symposium at University of Madrid”
	Date & Time	01/07/2024 @ Monday 3.30 pm
	Resource Person	Ms. Meena Ramaswami, Director of Academics and Operations, AMC Group of Educational Institutions & Dr. Byju.K Principal, AMC Group of Educational Institutions, Manissery
	Staff Coordinators	Ms. Kadambari.K, Assistant Professor & Research Forum Coordinator, Department of Commerce
	Student coordinators	Nil
	Details	The Director of AMC Ms. Meena Ramaswamy, and the principal Dr. Byju.K, presented a paper entitled “Mitigating Transphobia and enhancing employment opportunities through social support, group work, and progressive policies

		in Indian Higher Education Institutions” at IASWG 2024 symposium, University of Madrid, Spain on 12 <sup>th</sup> June 2024. This discussion session aimed at sharing their experience at Spain symposium with the faculties.
3	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>A workshop on research article writing</p> <p>04/07/2024 Thursday @ 1.00 pm</p> <p>Dr. Mugesh.P, Head of the Department of Commerce, AMC Group of Educational Institutions, Manissery</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Nil</p> <p>The aim of workshop was to provide faculties with essential skills and knowledge to write effective and impactful research articles.</p>
4	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Top Spiel: Presentation Competition</p> <p>05/07/2024 Friday @ 10.30 am</p> <p>Nil</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Nil</p> <p>Selected candidates from UG done projects on different selected topics as a part of training at KILA. The main aim of this program was to give them an opportunity to present their study report before a panel of judges. Comments helps them to improve the quality of work</p>

5	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Project Outlook 2024</p> <p>18/07/2024 Friday @ 10.00am</p> <p>Nil</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Nil</p> <p>As a part of their curriculum M.Com 2022 batch students prepare a project. The main aim of this program was to provide them an opportunity to present their project work in front of the audience. It improves their confidence.</p>
6	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Student Survey Spectrum (field survey)</p> <p>17-10-2024 to 24-10-2024</p> <p>Nil</p> <p>Rajeesh Kumar. M, Assistant Professor &amp; Research Forum Additional Coordinator, Department of Management</p> <p>Nil</p> <p>The main aim of this programme was o practice the students about field survey and to give knowledge about how it was applied in research work.</p>
7	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Clicks and Conversions. Field survey about awareness about digital banking</p> <p>1-3-2025 to 5-3-2025</p> <p>Nil</p> <p>Rajeesh Kumar. M, Assistant Professor &amp; Research Forum Additional Coordinator, Department of Management</p> <p>Nil</p> <p>The main aim of this program was to practice the students about field survey and to aware about how it was applied in research work.  <a href="#">Hyper Link Created</a></p>

8	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Field Echo-Amplifying Community Experiences” (Field Survey)</p> <p>14/03/2025 to 19/03/2025</p> <p>Nil</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Nil</p> <p>The main aim of this survey is designed to provide hands-on experience in data collection, analysis and interpretation through direct interaction with respondents in real world settings.  <a href="#">Hyper Link Created</a></p>
9	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p> <p>Details</p>	<p>Research Trivia Quiz and Literature Review Writing Competition</p> <p>21/03/2025 @ 10.30 am</p> <p>Nil</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Fathima Husna PK &amp; Sandra P, II M. Com</p> <p>The Research Trivia Quiz and Literature Review Competition is an engaging academic event designed to enhance research knowledge and critical review skills among students. The quiz will test participants on general and subject-specific research concepts, while the literature review competition will evaluate their ability to analyze and present scholarly articles.  <a href="#">Hyperlink Created</a></p>
10	<p>Event:</p> <p>Date &amp; Time</p> <p>Resource Person</p> <p>Staff Coordinator</p> <p>Student coordinator</p>	<p>A workshop on “Ethics in Research: Best Practices for Academic Integrity”</p> <p>17/04/2025 @ Friday 10.30 am</p> <p>Nil</p> <p>Ms. Kadambari.K, Assistant Professor &amp; Research Forum Coordinator, Department of Commerce</p> <p>Nil</p>

	Details	The Director of AMC Dr. Meena Ramaswamy conducted the workshop "Ethics in Research: Best Practices for Academic Integrity" aims to equip participants with a clear understanding of ethical principles in academic research, including plagiarism, data fabrication, and informed consent. It will provide practical guidance on maintaining integrity throughout the research process, from proposal writing to publication. <a href="#">Hyperlink Created</a>					
11	Event:	AMC’s UGC care listed publications					
	Date & Time	May 2024 (for the year 2025)					
	Resource Person	Nil					
	Staff Coordinator	Dr. Byju.K, Principal, AMC Group of Educational Institutions, Manissery					
	Student coordinator	Nil					
	Details	All the faculties have UGC care listed publications in the year 2025. The datils of the journals are the following:					
		Sl No	Journal	ISSN	Volum e	Issue	Date
		1	International Journal of Food and Nutritional Sciences.	2320-7876	14	V	May 2025
12	Event:	AMC’S ISBN Publication (ISBN No:978-81-987345-9-4)					
	Date & Time	Published Date: April 2025					
	Resource Person	Nil					
	Staff Coordinators	Ms.Kadambari.K, Assistant Professor & Research Forum Coordinator, Department of Commerce Rajeesh Kumar. M, Assistant Professor & Research Forum Additional Coordinator, Department of Management					
	Student coordinator	Nil					
	Details	AMC’s ISBN Publication (ISBN No:978-81-987345-9-4) was made on and its official announcement was done at Principal’s desk. The book was published by AMC Group of Educational Institutions and the book contains article publications of all the faculties of AMC it contains 10 research articles. All the articles are under the social Science stream					

13	Event:	One Day National Webinar on ‘The Impact of AI on Marketing Research Methodologies ‘
	Date & Time	26/05/2025 @ 10.30 am
	Resource Person	Dr.L. Lakshmanan Head& Professor, CARE Business School, CARE College of Engineering, Trichy
	Staff Coordinator	Rajeesh Kumar. M, Assistant Professor & Research Forum Additional Coordinator, Department of Management
	Student coordinator	NIL
	Details	The main purpose of this programme was to familiarize participants with the usage of various AI methods in research methodologies. <a href="#">Hyperlink Created</a>

Kadambari K

Research Forum Coordinator

Dr. Byju. K

Principal