THE COMMERCE KATHA

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'Commerce Katha' the newsletter of the Department of Commerce welcomes all its readers, writers and the students to its 5th edition. We are now in the near end of the academic year 2022 -23, a session with a feeling of newness and clean slates. A year which has given us fresh opportunities to do things differently with focused attention to purpose. This year has also been one of the most challenging one for many of us, so as to compensate the loss sustained on account of the frequent COVID attributed lock down and the hectic academic schedules over the immediately preceding two years. However, with the commencement of the new academic session for the students, new dreams, hopes, aspirations and events are also unfolding.

The editorial desk is thankful to all those who have contributed to this edition, especially our students and scholars for sharing their knowledge and feelings through this platform. We appreciate your support and feedback. We hope going through this newsletter is as enjoyable for you as it is for us to bring it to you.

MESSAGE

We are excited to bring you the latest edition of our departmental newsletter, commerce Katha. It covers the most pressing topics in today's rapidly changing business research landscape. We believe that staying informed and up-to-date is essential to success in today's fast-paced business environment, and our magazine is designed to provide you with the latest insights and knowledge to help you stay ahead of the curve. We hope you enjoy reading this edition of our magazine, and we welcome your feedback and suggestions for future editions.

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AMRUTA VIHAR, SAMBALPUR

HARNESSING THE POWER OF MIXED METHOD RESEARCH: UNDERSTANDING ITS RELEVANCE IN THE CURRENT RESEARCH LANDSCAPE

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Mixed method research is an approach to research that combines both qualitative and quantitative methods to answer research questions. This approach recognizes that certain research questions cannot be fully answered using only one methodological approach and that combining different methods can provide a more comprehensive and nuanced understanding of a phenomenon. In mixed-method research, data is collected using multiple methods, such as surveys, interviews, and observations, and then analysed using both quantitative and qualitative techniques. This allows researchers to triangulate their findings, validate their results, and gain a deeper understanding of the complexities of the research topic. Mixed method research is increasingly being used in many social science fields, including psychology, education, and sociology, and has become an important tool for researchers seeking to address complex research questions.

Mixed-method research has several advantages over traditional single-method approaches, including:

- Comprehensiveness: By combining both qualitative and quantitative data, mixed-method research provides a more comprehensive understanding of the research question or problem.
- Validity: The use of multiple methods can enhance the validity of the research findings by triangulating the data from different sources.
- Richness and depth: Qualitative data can provide rich and detailed insights into participants' experiences, motivations, and attitudes, while quantitative data can provide statistical analysis and numerical evidence.
- Flexibility: Mixed method research allows for flexibility in research design, allowing the researcher to adapt to unexpected findings or emerging trends.
- Improved generalization: By combining quantitative and qualitative data, mixed-method research can improve the generalization and applicability of findings to a wider population.
- Enhanced triangulation: The use of mixed methods can enhance triangulation, where the researcher uses multiple sources of data to verify and validate the research findings.
- Complementary analysis: Mixed method research can provide complementary analysis of both data types, providing a more complete picture of the research topic.

There are various software tools available to support mixed-method research, and the choice of software will depend on the specific needs and preferences of the researcher. Some popular software tools for mixed-method research include NVivo, MAXQDA, and ATLAS. ti, QDA Miner etc.

Overall, mixed-method research can provide a more comprehensive and nuanced understanding of a research question or problem, leading to more insightful and useful findings.

STRENGTHENING THE CREDIBILITY OF QUALITATIVE RESEARCH THROUGH TRIANGULATION METHODOLOGY

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Triangulation is a research methodology that involves using multiple methods, data sources, or perspectives to study a phenomenon to increase the validity and reliability of the findings. In research, triangulation can involve combining quantitative and qualitative methods. By using multiple methods or sources, researchers can cross-check and corroborate their findings, reducing the potential for bias or error. Triangulation can be useful in a variety of research settings, including social sciences, health sciences, and education. However, it is important to carefully consider the appropriate methods and sources of data for a particular study and to ensure that the triangulation is conducted systematically and rigorously. In qualitative research, triangulation refers to the use of multiple methods, data sources, or perspectives to gain a more comprehensive understanding of the phenomenon being studied. Triangulation is often used in qualitative research to increase the credibility and trustworthiness of the findings by reducing the potential for bias and subjectivity. Several types of triangulation can be used in qualitative research:

Methodological triangulation: This involves using multiple methods to collect data, such as interviews, focus groups, and observations. By using multiple methods, researchers can gain a more complete understanding of the phenomenon being studied.

Data triangulation: This involves using multiple sources of data, such as interviews, observations, and documents. By using multiple sources, researchers can verify and corroborate their findings, reducing the potential for bias and error.

Investigator triangulation: This involves using multiple researchers to analyze the data. By involving multiple researchers, different perspectives and interpretations can be considered, reducing the potential for bias and subjectivity.

Theory triangulation: This involves using multiple theories or frameworks to analyze the data. By using multiple theories, researchers can gain a more nuanced understanding of the phenomenon being studied and identify areas of agreement and disagreement.

It is important to note that triangulation should be used judiciously and in a systematic manner in qualitative research. Researchers should carefully consider the appropriate methods and sources of data for their study, and ensure that the triangulation is conducted rigorously and transparently.

APPLICATION OF THE LATEST STATISTICAL TOOLS IN SOCIAL SCIENCE RESEARCH

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In recent years, social science researchers have increasingly turned to statistical tools to help them analyze complex data and draw meaningful conclusions. From traditional statistical techniques to advanced machine learning algorithms, there are many powerful tools available to social science researchers today. In this article, we will explore some of the latest statistical tools being used in social science research.

Structural Equation Modeling (SEM): SEM is a statistical technique that allows researchers to model complex relationships between variables. It is particularly useful in studying the relationships between latent variables, which are variables that cannot be directly observed but can be inferred from other variables.

Multilevel Modeling (MLM): MLM is a statistical technique used to analyze data that has a nested structure, such as data from individuals nested within groups. It is particularly useful in studying the effects of individual and group-level factors on outcomes.

Item Response Theory (IRT): IRT is a statistical technique used to analyze data from tests or surveys. It allows researchers to model the relationship between the difficulty of the items and the ability of the participants, providing a more accurate measure of participants' abilities.

Bayesian Analysis: Bayesian analysis is a statistical approach that allows researchers to incorporate prior knowledge into their analyses. It is particularly useful in situations where the data is limited or noisy.

Machine Learning (ML): ML is a set of techniques that allows computers to learn patterns from data and make predictions. In social science research, ML is used to analyze large datasets and to identify patterns and relationships that may be difficult to detect using traditional statistical techniques.

Network Analysis: Network analysis is a set of techniques used to study the relationships between individuals or organizations. It is particularly useful in studying social networks, such as friendship networks or organizational networks.

In conclusion, social science research has benefited greatly from the latest statistical tools and techniques. These tools have allowed researchers to analyze complex data and draw meaningful conclusions. As data continues to grow in size and complexity, these tools will likely become even more important in social science research.

CRITERIA OF GOOD RESEARCH

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Good research is systematic and organized into predetermined steps that must be completed in a predetermined order and compliance with a clearly defined set of guidelines. Although the systematic natureof the research does not preclude imaginative thought, it does reject the use of speculation and intuition in drawing results. Good research suggests that logical principles govern research and the logical processes of inference and deduction are extremely valuable while conducting research. A deduction is the act of reasoning from a premise to a conclusion that follows directly from that premise, whereas induction is the process of reasoning from a portion to the whole. In actuality, logical thinking increases the significance of research in the context of decision-making. Good research is empirical because of these qualities, research findings are replicated and verified, providing a solid foundation for decision-making. The entire research procedure is repeated with the same methodology and new data

and still produces the same findings, the research study is said to be replicable (or repeatable). This demonstrates the validity of the original study's findings. Empirical research generates knowledge from experience rather than from theory or belief since it is based on observed and measured phenomena.

DRAFTING QUESTIONNAIRE

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Before framing the questionnaire, it is essential to set out in detail the data which we desire from the data answer to the questionnaire. It will be wise if we can construct the type of tables which we would like to obtain from the inquiry. The success of the questionnaire method of collecting information depends largely on the proper drafting of the questionnaire. Drafting a questionnaire is a highly specialized job andrequires a great deal of scale and experience. It is difficult to lay down any hard and fast rule to be followed in this connection.

The general principle helps frame a questionnaire

- Cover letter
- The number of questions should be less
- Questions should be arranged logically
- Questions should be short and simple
- Ambiguous questions ought to be avoided
- Instructions to the informants
- Personal questions should be avoided
- Questions should be capable of objective answer
- "Yes" or "No" question
- The questionnaire should look attractive
- Questions requiring calculations should be avoided
- Pre-testing the questionnaire
- Cross-checks
- Method of tabulation

EXPLORATORY FACTOR ANALYSIS

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A statistical technique that is used to reduce the data into a smaller set of variables is known as the Exploratory Factor Analysis. It is done to explore the fundamental theoretical structure of the phenomenon. It is used to identify the structure of the relationship between the variables and the respondents. SPSS software is used for factor Analysis. The process of EFA starts with an initial analysis run to get eigenvalues for each factor in the data. After that, the KMO test & Bartlett's test of Sphericity was executed to determine the validity of the construct and to verify that the data which is collected for an EFA were relevant. KMO test was used to verify the sampling adequacy for the analysis and to determine the correlation between the items, the Bartlett's test of Sphericity is done.

The requirement to proceed with EFA:

Reliability Analysis: The reliability of an instrument or questionnaire is concerned with the consistency, stability, and dependability of the scores. Cronbach`s alpha value should be more than 0.7.

Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy: It checks the sample adequacy of the suitability of our data, and whether the sample we have taken in our research is adequate for the factor analysis or not. The KMO test gives a value between 0 & 1, a value between 0.8 and 1 indicates that the samples are adequate, a value less than 0.6 indicates the samples are not adequate, and a value should be more than 0.6.

Bartlett's test of Sphericity: The number of variables that we have taken for our research/ survey are correlated or not. If the variables are too different then the factor analysis shall not be able to factor it and we have to go for different variables. If the result of the initial EFA shows an item which is loading on the wrong factor or cross-loading on multiple factors, those items are deleted in order and the EFA is re-performed until a simple solution is achieved. It also gives a value that should be less than 0.05.

HYPOTHESIS TESTING

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The hypothesis is an assumption based on limited evidence which can be tested by scientific techniques. In simple words, it is a predictive statement or an assumption. There is a person called A, who drinks green tea every day and a person called B, who doesn't drink green tea. Here we assume (i.e hypothesis) that the person who drinks green tea every day would have better health than the other person. Health and green tea are dependent and independent variables respectively. Normally there are two types of hypotheses (a) Null hypothesis and (b) Alternative

hypothesis. The alternative hypothesis is also called the research hypothesis and it is denoted by Ha. It is the actual hypothesis that the researcher wants to prove. The alternative hypothesis says that there exists a relationship between the variables. On the other side null hypothesis is exactly the opposite of the alternative hypothesis and is denoted by Ho. The null hypothesis says that there is no relationship between the variables. Ho is the hypothesis at which the researcher performs the statistical test, although the researcher can also perform the statistical test on an alternative hypothesis but if he will go through the alternative hypothesis that would be difficult for him to prove the same. A null hypothesis can never be accepted, either it would be rejected or not be rejected, which ultimate effect will be on the alternative hypothesis. Rejecting the null hypothesis will lead to acceptance of the alternative hypothesis. The significance level is the probability at which the researcher will reject the null hypothesis when it is true. In simple words, it is the probability of committing a type I error. The significance level is normally taken as 10%, 5%, and 1% which depend upon the area of research i.e. 1% and 5% significance level is normally taken for the medical sector and social science respectively. The significance level is denoted by alpha whereas the confidence level is 1-alpha. if the significance level is taken at 5% then the confidence level will be 95%. The P-value or the probability value is the actual probability at which the researcher rejects the null hypothesis when it is true. It is calculated by the researcher by using statistical tools and a p-value table, whereas the significance level is predetermined. The range of the p-value is between 0 to 1. The researcher normally performed two types of tests i.e. the parametric test and the non-parametric test. When the population is normally distributed the researcher uses the parametric test and when the population is not normally distributed the researcher uses the non -parametric test but if it is unknown to the researcher whether the population is normally distributed or not, then the researcher will use non-parametric test. The parametric test involves Z-test, T-test, F-test, ANOVA, etc. whereas the non-parametric test involves the chi-square test, Mann-Whitney U test, and Kruskal Wallis test. A researcher can follow the following steps for hypothesis testing: The researcher has to state the null hypothesis (Ho) and the alternative hypothesis (Ha).

- Collect the data.
- The researcher will decide the appropriate significance level as per hypothesis suitability.
- Choose and perform an appropriate statistical test.
- Find the corresponding p-value.
- Derive at the conclusion by comparing the p-value and the significance level. If the p-value is less than or equal to the significance level, reject the null hypothesis, and if the p-value is greater than the significance level then fail to reject the null hypothesis.

PARAMETRIC TEST VS NON- PARAMETRIC TEST

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The key difference between parametric and non-parametric tests is that the parametric test relies on statistical distributions in data whereas non-parametric do not depend on any distribution. Non-parametric does not make any assumptions and measures the central tendency with the median value. Some examples of non-parametric tests include Mann-Whitney and Kruskal-Wallis tests etc. In statistics, the generalization for creating records about the mean of the original population is given by the parametric test. This test is also a kind of hypothesis test. A t-test is performed and this depends on the t-test of students, which is regularly used in this value. This is known as a parametric test. The non-parametric test is a type of hypothesis test that is not dependent on any underlying hypothesis. In the non-parametric test, the test depends on the value of the median. This method of testing is also known as distribution-free testing. Test values are found based on the ordinal or the nominal scale. The basis of the test statistic of a parametric test is distribution whereas a non-parametric test is arbitrary. In the parametric test, the measurement level is an interval or ratio scale and in the non-parametric test, it is a nominal or ordinal scale. The measure of central tendency used in the parametric test is mean whereas it is median in the non-parametric test. The information about the population is completely known in the parametric test whereas it is unknown in the non-parametric test.

RESEARCH REPORT

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A research report is a publication that reports on the findings of a research project or alternately scientific observations on or about a subject. These types of assignments typically include projects, inquiries, explorations, theses, and dissertations. A well-written

report on research techniques, information, and conclusions is known as a research report. It is a significant document that provides a first-person account of the research process and is frequently regarded as a reliable source of factual information.

- A report is a tangible output of research.
- It is a written document that communicates the research findings.
- The general purpose of a research report is to communicate research findings in the organization.
- It is the last stage of the research process, which describes what has been done during the period of study or research.
- The research report is different from the research proposal.
- The research report is the conclusion of the research proposal.
- Research reports describe what the researcher has done, why he has done it, and the result he has achieved whereas.
- The research proposal describes what the researcher intends to do and why he intends to do it.
- A research report is written after the completion of the whole research project whereas a research proposal is written at the beginning of the research before the research project begins.
- The research report is longer in-length whereas the research proposal is shorter than the research report.

RESEARCH DESIGN

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Research design is an arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to the research purpose. The research design is a conceptual structure within which research is conducted and constitutes the blueprint for the collection, measurement, and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis. Main elements of research design- purpose statement, data collection methods, techniques of data analysis, types of research methodology, challenges of the research, prerequisites required for study, and duration of the research study. There are three main types of design for research, they are- data collection, measurement, and data analysis. A researcher must clearly understand the various types to select which model to implement for a study. It can be broadly classified into quantitative and qualitative.

There are mainly five types of research design:

Descriptive research: In a descriptive composition a researcher is solely interested in describing the situation under their research study. It is a theory-based design method created by gathering, analyzing, and presenting collected data.

Experimental research: It is a casual design where one observes the impact caused by the independent variable on the dependent variable.

Correlational research: It helps researchers establish a relationship between two closely connected variables. A correlation coefficient determines the correlation between two variables whose values range between -1 and +1.

Diagnostic research: In diagnostic design, the researcher is looking to evaluate the underline cause of a specific topic or phenomenon. This method helps one learn more about the factors that create troublesome situations.

REFERENCING

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Referencing refers to acknowledging someone's work or ideas which are used in a research paper or assignment. It plays an important role due to some reasons, such as avoiding plagiarism, giving credit to the author, knowing about the sources, demonstrating knowledge, giving credibility to someone's work, etc. There exist some cases when we should do referencing like at the time copying a diagram, chart, or picture, summarizing the idea of someone at the time of paraphrasing, or a quote from sources.

Different Types of Referencing Styles

American Psychological Association (APA): It is used in psychology, education, and sciences. We mostly used this style of referencing.

- American Medical Association (AMA): It is used in medical research.
- Chicago Manual of Style: It is used in humanities and social sciences.
- Modern Language Association (MLA): It is used in literature, languages, and philosophy.

- The Vancouver System: It is used in medicine and scientific journals.
- The Harvard System: It is used in education. It is also called the "author-date" style.

REVIEW OF LITERATURE

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A literature review is an essential part of any research project or academic paper. It involves critical analysis and evaluation of the existing literature on a particular topic or research question. The purpose of a literature review is to identify gaps in the existing research, provide a summary of the current state of knowledge, and highlight the significance of the research question. A well-written literature review should be comprehensive and provide an overview of the relevant research in the field. The review should be structured and organized, with a clear introduction, body, and conclusion. The introduction should provide a context for the review, explaining why the research question is important and relevant. The body of the review should provide a detailed summary and analysis of the existing literature, organized thematically or chronologically. The conclusion should summarize the main findings and highlight the gaps in the existing research. There are several different types of literature reviews, including narrative reviews, systematic reviews, and meta-analyses. Narrative reviews provide a broad overview of the literature on a particular topic, while systematic reviews and meta-analyses are more rigorous and systematic, involving a comprehensive search of the literature and a quantitative analysis of the data. When conducting a literature review, it is important to use a variety of sources, including academic journals, books, and online databases. It is also important to critically evaluate the quality of the sources and to consider the biases and limitations of the research. Overall, a well-written literature review is an essential part of any research project, providing a comprehensive overview of the existing research, identifying gaps in the literature, and highlighting the significance of the research question.

RESEARCH METHODOLOGY FOR A NOVICE RESEARCHER

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For an infant researcher, research is a like taking an all total new route to an unknown destination. It sounds funny but do hope many can relate to. The gestation period for a researcher to be a researcher and stepping into the real search for research dots is another chronic issue. Though, C. R. Kothari's prescription is there. But the curtains are up just after it, when the infant researcher becomes a novice researcher and starts its actual research work. Then comes, the continuous shot out of the gun, has several problems even in the name of *research problem* crops up. Reckoning them, the first dip in the chilly morning of the frozen river water is finding an area, and then a topic. It doesn't stops there and counting on like *objectives* of the study, sources of research articles, access to different websites, lessons of ethical issues and among them the giant one is the *Research Methodology* .No, no definition propounded by me, as I am a novice researcher, on my way to find one. Perhaps google is there, the search engine for research too. While reading, scrolling surfing randomly, I found the expensive onion, actually it is. Breaking the ice, it's not the expensive rather worthy one to focus and get an overview of the blueprint for research methodology of the *ONION MODEL by Saunder*. Leaving with this model, as I myself, even as a novice in research is also trying to understand this.

Plagiarism Report

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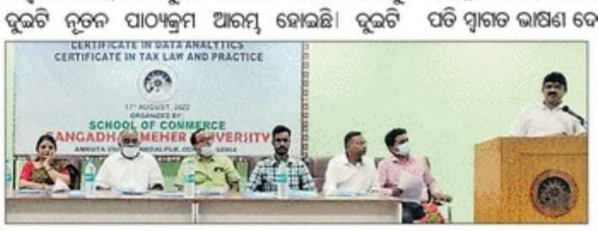
ସମ୍ବଲପୁର,୨୯।୯(ସମିସ): ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟର ବାଣିଜ୍ୟ ବିଭାଗ ପକ୍ଷରୁ କନଫରେନ୍ସ ହଲ୍‌ରେ ଏକ ପୋଷ୍ଟର ଉପସ୍ଥାପନା କାର୍ଯ୍ୟକ୍ରମ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି। ବାଣିଜ୍ୟ ବିଭାଗର ମୁଖ୍ୟ ଡ. ପ୍ରିୟବ୍ରତ ପଣ୍ଡାଙ୍କ ତତ୍ତ୍ୱାବଧାନରେ କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରାଯାଇଥିଲା। ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳପତି ପ୍ର. ଏନ୍. ନାଗାରାଜୁ, କୁଳସଚିବ ଜୁଗଲେଶ୍ୱରୀ ଦାସ, ଉପ କୁଳସଚିବ ଡ. ଉମାଚରଣ ପତି, ସ୍ନାତକୋତ୍ତର ପରିଷଦ ଅଧ୍ୟକ୍ଷ ପ୍ର. ସୁଶାନ୍ତ କୁମାର ଦାସ ଏବଂ ବାଣିଜ୍ୟ ବିଭାଗର ପ୍ରାକ୍ତନ ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ର. ଡ. ଶ୍ୟାମା ଚରଣ ଆଚାର୍ଯ୍ୟ ଉପସ୍ଥିତ ରହି ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କର ପୋଷ୍ଟର ଉପସ୍ଥାପନାକୁ ପରିଦର୍ଶନ କରିଥିଲେ। ଏହା ବ୍ୟତୀତ ଅଧ୍ୟାପକ ଡ. ଜ୍ଞାନରଞ୍ଜନ ବଳ, ସୁବାଷ ଚନ୍ଦ୍ର ଝାଙ୍କର ଓ ଅଧ୍ୟାପିକା ସରୋଜା ମେହେର ପ୍ରମୁଖ ଯୋଗ ଦେଇଥିଲେ। ବାଣିଜ୍ୟ ବିଭାଗର ସ୍ନାତକୋତ୍ତର ଓ ଗବେଷକ ଛାତ୍ରଛାତ୍ରୀମାନେ ଉପସ୍ଥିତ ରହି ଏହି ପୋଷ୍ଟର ଉପସ୍ଥାପନା କରିଥିଲେ।

ଜିଏମୟୁ ବାଣିଜ୍ୟ ବିଭାଗ ତରଫରୁ ଚିତ୍ର ଓ ଚିତ୍ର ଉତୋଳନ ପ୍ରଦର୍ଶନୀ ଏବଂ ଖାଦ୍ୟ ମେଳା ଉଦଘାଟିତ

ସମ୍ବଲପୁର, ୨୦/୦୧ (ଆ.ପ୍ର) : ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟ (ଜିଏମୟୁ)ର ବାଣିଜ୍ୟ ବିଭାଗ ଆନୁକୂଲ୍ୟରେ ଶୁକ୍ରବାର ଦିନ ଚିତ୍ର ଓ ଚିତ୍ର ଉତୋଳନ ପ୍ରଦର୍ଶନୀ ଏବଂ ଖାଦ୍ୟ ମେଳା ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ଏହି ପ୍ରଦର୍ଶନୀକୁ ବିଶିଷ୍ଟ ଶିକ୍ଷାବିତ୍ ପ୍ରଫେସର ଡଃ ପ୍ରୀତିଶ୍ ଆଚାର୍ଯ୍ୟ ଏବଂ ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳପତି ପ୍ରଫେସର ଏନ୍ ନାଗାରାଜୁ ଉଦଘାଟନ କରିଥିଲେ । ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳସଚିବ ଶ୍ରୀମତୀ ଜୁଗଲେଶ୍ୱରୀ ଦାସ , ଉପ କୁଳସଚିବ ଡଃ. ଉମାଚରଣ ପତି , ସ୍ନାତକୋତର ପରିଷଦ ଅଧକ୍ଷ ପ୍ରଫେସର ସୁଶାନ୍ତ କୁମାର ଦାସ ଏବଂ ବିଚ ନିୟନ୍ତକ ଶ୍ରୀମତୀ କନକଲତା ଏକ୍କା ଏବଂ ବିଭିନ୍ନ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟମାନେ ଏହି ପ୍ରଦର୍ଶନୀକୁ ପରିଦର୍ଶନ କରିଥିଲେ । କାର୍ଯ୍ୟକ୍ରମରେ ବାଣିଜ୍ୟ ବିଭାଗର ପ୍ରାକ୍ତନ ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ରଫେସର ଡ. ଶ୍ୟାମା ଚରଣ ଆଚାର୍ଯ୍ୟ ଉପସ୍ଥିତ ରହି ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କୁ ଉତ୍ସାହିତ କରିଥିଲେ । ଚିତ୍ର କଳା ପ୍ରଦର୍ଶନରେ ରୋହନ୍, ଖ୍ରିତିସ୍ , ନିଳିମା, ସୁଶାନ୍ତ, ଅନନ୍ୟା, ଆଦିତ୍ୟ , ସତ୍ୟବ୍ରତ ? ମୃତ୍ୟୁଞ୍ଜୟ, ଓ ସୁଧାଂଶୁ ଅଂଶଗ୍ରହଣ କରିଥିଲେ । ଖାଦ୍ୟ ମେଳାରେ ଫରାଦ୍, ଶ୍ୱେତା, ସୁଭ୍ରତା, ଆୟୁଷ, ବିଜୟ, ଲକ୍ଷ୍ମୀ, ବୈଷ୍ଣବ,ସମୀର, ରିତେସ୍, ଅମିତ୍ , ଶୁଭମ , ବାବୁ, ଜୟଶ୍ରୀ , ସୁନୀଲ , ସୁରଜ୍ , ଅଭିଷେକ ଓ ଗଗନ ପ୍ରମୁଖ ଅଂଶଗ୍ରହଣ କରିଥିଲେ । ବାଣିଜ୍ୟ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟ ଡ. ପ୍ରିୟବ୍ରତ ପଣ୍ଡାଙ୍କ ତତ୍ତ୍ୱାବଧାନରେ ଏହି କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ ହୋଇଥିଲା । ଏହା ବ୍ୟତୀତ ଅଧ୍ୟାପକ ଡ.ଜ୍ଞାନରଞ୍ଜନ ବଳ , ସୁବାଷ ଚନ୍ଦ୍ର ଝାଙ୍କର , ଅମ୍ରିତ୍ ପ୍ରସାଦ ସିଂ ଓ ଅଧ୍ୟାପିକା ସରୋଜା ମେହେର ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କୁ ମାର୍ଗଦର୍ଶନ କରିଥିଲେ । ଗବେଷକ ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କ ମଧ୍ୟରେ ଅର୍ଜୁନ , ସତ୍ୟ ଓ ବିକାଶ ପ୍ରମୁଖ ଉପସ୍ଥିତ ରହି ସହଯୋଗ ରହିଥିଲେ । ବାଣିଜ୍ୟ ବିଭାଗର ସ୍ନାତକ ଓ ସ୍ନାତକୋତର ଛାତ୍ରଛାତ୍ରୀମାନେ ବହୁ ସଂଖ୍ୟାରେ ଯୋଗ ଦେଇ ସଫଳ କରିଥିଲେ ।

ଜିଏମୟୁ ବାଣିଜ୍ୟ ବିଭାଗରେ ଖୋଲିଲା ନୂଆ ପାଠ୍ୟକ୍ରମ

ସମ୍ବଲପୁର, ୧୭।୮ (ଇମିସ): ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟ(ଜିଏମୟୁ)ର ବାଣିଜ୍ୟ ବିଭାଗ ପକ୍ଷରୁ ଦୁଇଟି ନୂତନ ପାଠ୍ୟକ୍ରମ ଆରମ୍ଭ ହୋଇଛି। ଦୁଇଟି



ପାଠ୍ୟକ୍ରମ ହେଉଛି ସାର୍ଟିଫିକେଟ ଇନ୍ ଡାଟା ଆନାଲିଟିକ୍ସ ଓ ସାର୍ଟିଫିକେଟ ଇନ୍ ଟାକ୍ସ ଆଣ୍ଡ ପ୍ରାକ୍ଟିସ୍। ଦୁଇଟି ପାଠ୍ୟକ୍ରମର ସମୟ ସୀମା ୩ ମାସ ରହିଥିବା ବେଳେ ବର୍ତ୍ତମାନ ସୁଦ୍ଧା ୧୪୦ ଛାତ୍ରଛାତ୍ରୀ ନାମଲେଖାଇ ସାରିଛନ୍ତି। କୁଳପତି ପ୍ରଫେସର ଏନ୍ ନାଗାରାଜୁଙ୍କ ଅଧ୍ୟକ୍ଷତାରେ ଅନୁଷ୍ଠିତ ଏହି କାର୍ଯ୍ୟକ୍ରମରେ କୁଳସଚିବ ଯୁଗଲେଶ୍ୱରୀ ଦାସ ପାଠ୍ୟକ୍ରମର ବିବରଣୀ ପାଠ କରିଥିଲେ। ବିଶ୍ୱବିଦ୍ୟାଳୟର ସ୍ନାତକୋତ୍ତର ପରିଷଦ ଅଧ୍ୟକ୍ଷ ପ୍ରଫେସର ଡ. ସୁଶାନ୍ତ କୁମାର ଦାସ କାର୍ଯ୍ୟକ୍ରମରେ ଉପସ୍ଥିତ ଥିବାବେଳେ ଉପକୁଳସଚିବ ଡ. ଉମାଚରଣ ପତି ସ୍ୱାଗତ ଭାଷଣ ଦେଇଥିଲେ। ବାଣିଜ୍ୟ ବିଭାଗ ମୁଖ୍ୟ ଡ. ପ୍ରିୟବ୍ରତ ପଣ୍ଡା କାର୍ଯ୍ୟକ୍ରମ ପରିଚାଳନା କରିଥିଲେ। ଅଧ୍ୟାପକ ଡ. ଜ୍ଞାନରଞ୍ଜନ ବଳ ଦୁଇଟି ପାଠ୍ୟକ୍ରମ ସଂପର୍କିତ ବିସ୍ତୃତ ବିବରଣୀ ପ୍ରଦାନ କରିଥିଲେ। ବାଣିଜ୍ୟ ବିଭାଗର ପ୍ରାକ୍ତନ ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ରଫେସର ଡ. ଶ୍ୟାମାଚରଣ ଆଚାର୍ଯ୍ୟ ଓ ମ୍ୟାନେଜମେଣ୍ଟ ବିଭାଗର ମୁଖ୍ୟ ଡ. ଶ୍ରୀନିବାସ ଦାସ ପାଠ୍ୟକ୍ରମର ଉପାଦେୟତା ସଂପର୍କରେ କହିଥିଲେ। ଚାଟାର୍ଡ ଆକାଉଣ୍ଟାଣ୍ଟ ଅଶୋକ ଅଗ୍ରୱାଲ ପାଠ୍ୟକ୍ରମର ପ୍ରଥମ କ୍ଲାସ୍ ନେଇଥିଲେ। ଅଧ୍ୟାପକ ଅଲେଖ ମେହେର, ଖଗେଶ୍ୱର ସାହୁ, ଅଧ୍ୟାପିକା ଶିବାନୀ ଶର୍ମା, ସରୋଜା ମେହେର ପ୍ରମୁଖ କାର୍ଯ୍ୟକ୍ରମରେ ଯୋଗ ଦେଇଥିଲେ। ଅଧ୍ୟାପକ ସୁବାସ ଚନ୍ଦ୍ର ଝାଙ୍କର ଧନ୍ୟବାଦ ଦେଇଥିଲେ ।

ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟ: ବାଣିଜ୍ୟ ବିଭାଗର ବାର୍ଷିକ ଉତ୍ସବ ଉଦଯାପିତ

ସମ୍ବଲପୁର,(ସବୁ): ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟ (ଜିଏମ୍ ୟୁ)ର ବାଣିଜ୍ୟ ବିଭାଗ ପକ୍ଷରୁ ବିଶ୍ୱବିଦ୍ୟାଳୟର ଅଧ୍ୟାପନା ପ୍ରକୋଷ୍ଠ-୧ ରେ ବାର୍ଷିକ ଉତ୍ସବ କମ୍ ଫିସ୍ତା ପାଇଁ ବିଭିନ୍ନ ପ୍ରତିଯୋଗିତା ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ଏହି ଉତ୍ସବ ୧୧ରୁ ୨୩ ପର୍ଯ୍ୟନ୍ତ ଚାଲିଥିଲା। ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳପତି ପ୍ରଫେସର ଏନ୍ ନାଗାରାଜୁଙ୍କ ଅଧକ୍ଷତାରେ ଅନୁଷ୍ଠିତ ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳସଚିବ ଜୁଗଲେଶ୍ୱରୀ ଦାଶ, ଉପ କୁଳସଚିବ ଡଃ ଉମାଚରଣ ପତି, ସ୍ନାତକୋତ୍ତର ପରିଷଦ ଅଧକ୍ଷ ପ୍ରଫେସର ଡଃ ସୁଶାନ୍ତ କୁମାର ଦାସ , ବାଣିଜ୍ୟ ବିଭାଗର ପ୍ରାକ୍ତନ ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ରଫେସର ଡଃ ଶ୍ୟାମାଚରଣ ଆଚାର୍ଯ୍ୟ ଓ ଭାମ ଭୋଇ ଗବେଷଣା କେନ୍ଦ୍ରର ପ୍ରଫେସର ଡଃ ପ୍ରଦୀପ କୁମାର ପଣ୍ଡା ପ୍ରମୁଖ ଉପସ୍ଥିତ ରହି ଉଦଘାଟନ କରିଥିଲେ । ଏହି ଅବସରରେ ବିଭିନ୍ନ ପ୍ରକାର ପ୍ରତିଯୋଗିତା ଅନୁଷ୍ଠିତ ହୋଇଥିଲା। ପ୍ରଥମ ଦିବସରେ ବାଣିଜ୍ୟ କୁଇଜ୍ ଡି.ଏ.ଭି ବିଜନେସ ସ୍କୁଲ, ଭୁବନେଶ୍ୱର ଓ ଗଙ୍ଗାଧର ମେହେର ବିଶ୍ୱବିଦ୍ୟାଳୟ ବାଣିଜ୍ୟ ବିଭାଗର ମିଳିତ ସହଯୋଗରେ ଅନୁଷ୍ଠିତ ହେଇଥିଲା। ଏହାକୁ କୁଇଜ୍ ମାଷ୍ଟର ସମୀରଣ ମିଶ୍ର ସଂଯୋଜନା କରିଥିଲେ। ପ୍ରତିଯୋଗିତାରେ ବିଦେଶୀ ଅମିତ୍ ଯାଦବ, ପ୍ରଥମ ସତ୍ୟବ୍ରତ ପ୍ରଧାନ , ଦ୍ୱିତୀୟ , ଜାବ୍ୟ ଅଗ୍ରୱାଲ ଏବଂ ତୃତୀୟ ସ୍ଥାନରେ ଅର୍ମନ୍ ସୋନି ଅଜଣ୍ଟ ହୋଇଥିଲେ। ଦ୍ୱିତୀୟ ଦିନରେ କବିତା ଆବୃତ୍ତି ପ୍ରତିଯୋଗିତାରେ ବିଚାରକ ଭାବେ ଓଡ଼ିଆ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ରଫେସର ଡଃ ଲକ୍ଷ୍ମୀପ୍ରିୟା ବେହେରା ,ଡଃ ସୁନେଲି ଦେଇ, ସନତ ସାହୁ ଓ ଜଟିକୁଲ ରୁବେନ ଏବଂ ମମତା ନାଥ ସଂଯୋଜକ ଭାବେ ଯୋଗଦେଇ ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କୁ ଉତ୍ସାହିତ କରିଥିଲେ। ପ୍ରତିଯୋଗିତାରେ ପ୍ରଥମ - ସିମ୍ରନ୍, ଦ୍ୱିତୀୟ - ଶ୍ରୀୟା, ଏବଂ ତୃତୀୟ ସ୍ଥାନ - ଶ୍ୱେତା

ମିଶ୍ର ଅଧିକାର କରିଥିଲେ। ଷ୍ଟାର୍ଟ ଅପ୍ ମେଳାରେ ନିମନ୍ତ୍ରିତ ଏଣ୍ଟ୍ରେପ୍ରେନେରଲ୍ ମାନଙ୍କ ମଧ୍ୟରେ ରାଜ୍ୟ ଓ ଜାତୀୟ ପୁରସ୍କାରପ୍ରାପ୍ତ ବାନ୍ଧବଶିଳ୍ପୀ ଦୁଲାଲି ମେହେର, ଅନ୍ୟତମ ସଫଳ ଉଦ୍ୟୋଗୀ ପ୍ରଜ୍ଞା ଦୁର୍ଗା ପ୍ରିୟଦର୍ଶିନୀ , ଓ ସଫଳ ଉଦ୍ୟୋଗୀ ଗୌରବ କେଡ଼ିଆ ନିମନ୍ତ୍ରିତ ହୋଇଥିଲେ । ସେମାନେ ନିଜ ସଫଳତାର ବିବରଣୀ ପିଲାମାନଙ୍କୁ କହିଥିଲେ। ଉକ୍ତ ମେଳାରେ ପ୍ରଥମ ସ୍ଥାନ- ସୋମନାଥ ପାତ୍ର, ୨ୟ - ଶୁଭମ୍ ଅଗ୍ରୱାଲ ଓ ନାତିଶା ପାଣିଗ୍ରାହୀ ଓ ତୃତୀୟ ମେହେର ,ମିୟ - ରାଜ ଅଭିଷେକ ସିଂହ , ଶ୍ରୀୟା କୁମାରୀ ଓ ମାନବ କୁମାର ସିଂହ ଉକ୍ତ ସ୍ଥାନ ପୁରିକ ଅଧିକାର କରିଥିଲେ। ଏହି ମେଳାରେ ବିଚାରକ ଭାବେ ସି.ଏ ଅଶୋକ ଅଗ୍ରୱାଲ, ସି.ଏ ପ୍ରଣବ ଲାଥ , ପ୍ରହ୍ଲାଦ ମିଲ, ପ୍ରତୀକ ଅଗ୍ରୱାଲ, ସମୟ ଜାଜୋଡିଆ ଏବଂ ରତନ ଅଗ୍ରୱାଲ ଆଦି ଯୋଗଦେଇଥିଲେ। ବାଣିଜ୍ୟ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟ ଡଃ ପ୍ରିୟବ୍ରତ ପଣ୍ଡା, ଅଧ୍ୟାପକ ଡଃ ଜ୍ଞାନ ରଞ୍ଜନ ବଳ ଓ ଅଧ୍ୟାପକ ସୁବାଷ ଝାଙ୍କର, ଅଧ୍ୟପିକା ସରୋଜା ମେହେର, ଏ.ପି. ସିଂହ,ବିକାଶ ବୃଦ୍ଧ, କ୍ଷୀରୋଦ ମହାରଣା କାର୍ଯ୍ୟକ୍ରମ ପରିଚାଳନରେ ସହଯୋଗ କରିଥିଲେ।

ଜିଏମୟୁରେ ଜାତୀୟ କର୍ମଶାଳା

■ ସମ୍ବଲପୁର,ତାଏ୭।୧୨(ପିଏନଏସ) ସମ୍ବଲପୁର ଗଙ୍ଗାଧର ମେହର ବିଶ୍ୱବିଦ୍ୟାଳୟ (ଜିଏମୟୁ)ର ବାଣିଜ୍ୟ ଓ ମ୍ୟାନେଜମେଣ୍ଟ ବିଭାଗର ମିଳିତ ଆନୁକୂଲ୍ୟରେ 'କେଶ ଷ୍ଟଡି ଓ ଲିଖନ' ଶୀର୍ଷକ ଜାତୀୟ କର୍ମଶାଳା ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି। ବିଶ୍ୱବିଦ୍ୟାଳୟର କୁଳପତି ପ୍ରଫେସର ଡଃ ଏନ ନାଗାରାଜୁଙ୍କ ଅଧ୍ୟକ୍ଷତାରେ ଅନୁଷ୍ଠିତ କାର୍ଯ୍ୟକ୍ରମରେ ଜାମସେଦପୁର ସ୍ଥିତ ଜାଭିଅର ଶ୍ରମ ସମ୍ପର୍କ ପ୍ରତିଷ୍ଠାନର ଡିନ ପ୍ରଫେସର ଡଃ ତ୍ରିଲୋଚନ ତ୍ରିପାଠୀ ମୁଖ୍ୟ ଅତିଥି ଭାବେ ଯୋଗଦେଇ ବ୍ୟକ୍ତିଗତ, ଆର୍ଥିକ ଲାଭଦାୟକ ପରିଚାଳନା ସମ୍ପର୍କିତ ୨ଟି କେସ ଷ୍ଟଡି ଉପସ୍ଥାପନା କରିଥିଲେ। ବିଶ୍ୱବିଦ୍ୟାଳୟର ସ୍ନାତକୋତ୍ତର ପରିଷଦ ଅଧକ୍ଷ ପ୍ରଫେସର ଡଃ ସୁଶାନ୍ତ କୁମାର ଦାସ ବାଣିଜ୍ୟ ବିଭାଗକୁ ପ୍ରଶଂସିତ କରିଥିଲେ। ଉପକୁଳସଚିବ ଡଃ ଉମାଚରଣ ପତି ସ୍ୱାଗତ ଭାଷଣ ଦେଇଥିଲେ। କୁଳସଚିବ ଯୁଗଲେଶ୍ୱରୀ ଦାଶ ମଞ୍ଚାସୀନ ଥିଲେ। ପୂର୍ବତନ ବିଭ ନିୟନ୍ତ୍ରକ ତଥା ବାଣିଜ୍ୟ ବିଭାଗର ପ୍ରାକ୍ତନ ବିଭାଗୀୟ ମୁଖ୍ୟ ପ୍ରଫେସର ଡ. ଶ୍ୟାମା ଚରଣ ଆଚାର୍ଯ୍ୟ ଯୋଗଦେଇ କର୍ମଶାଳାର ଥିମ ଉପସ୍ଥାପନା କରିଥିଲେ। ମ୍ୟାନେଜମେଣ୍ଟ ବିଭାଗର ଅଧ୍ୟାପିକା ଶୀବାନୀ ଶର୍ମା କାର୍ଯ୍ୟକ୍ରମ ପରିଚାଳନା କରିଥିଲା ବେଳେ ବାଣିଜ୍ୟ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟ ଡ. ପ୍ରିୟବ୍ରତ ପଣ୍ଡା କାର୍ଯ୍ୟକ୍ରମର ବିବରଣୀ ଉପସ୍ଥାପନା କରିଥିଲେ। ମ୍ୟାନେଜମେଣ୍ଟ ବିଭାଗର ବିଭାଗୀୟ ମୁଖ୍ୟ ଡଃ ଶ୍ରୀନିବାସ ଦାସ ଅତିଥି ପରିଚୟ ପ୍ରଦାନ କରିଥିଲେ। ଜାତୀୟ କର୍ମଶାଳାରେ ଅତିଥିଙ୍କ ଦ୍ୱାରା 'ଦ କମର୍ସ କଥା' ଷାଣ୍ମାସିକ ପତ୍ରିକା ଏବଂ ସଂପାଦିତ ପୁସ୍ତକ 'ଖଳଣା ଓ ଅର୍ଥନୀତିର ବିକାଶ'ର କଭର ପୃଷ୍ଠା ଉନ୍ମୋଚିତ ହୋଇଥିଲା। କାର୍ଯ୍ୟକ୍ରମରେ ବାଣିଜ୍ୟ ବିଭାଗର ସ୍ନାତକୋତ୍ତର, ଗବେଷକ ଛାତ୍ରଛାତ୍ରୀ ଓ ମ୍ୟାନେଜମେଣ୍ଟ ବିଭାଗର ଏମବିଏ ଓ ଏମବିଏଏଫଏମ ଛାତ୍ରଛାତ୍ରୀ ଉପସ୍ଥିତ ଥିଲେ। ଏହି ଅବସରରେ ସାଂସ୍କୃତିକ କାର୍ଯ୍ୟକ୍ରମ ଆୟୋଜନ କରାଯାଇଥିଲା। ଅଧ୍ୟାପିକା ସରୋଜା ମେହେର, ଶ୍ରୁତି ମିଶ୍ର, ଅଧ୍ୟାପକ ସୁବାଷ ଚନ୍ଦ୍ର ଝାଙ୍କର, ଅମ୍ରିତ ପ୍ରସାଦ ସିଂ ଓ ସଦାଶିବ ସାହୁ ପ୍ରମୁଖ କାର୍ଯ୍ୟକ୍ରମରେ ସହଯୋଗ କରିଥିଲେ। ଶେଷରେ ବାଣିଜ୍ୟ ବିଭାଗର ଅଧ୍ୟାପକ ଡ.ଜ୍ଞାନରଞ୍ଜନ ବଳ ଧନ୍ୟବାଦ ଦେଇଥିଲେ।