



KESHAV MEMORIAL INSTITUTE OF COMMERCE & SCIENCES

(Affiliated to Osmania University)

A Unit of Keshav Memorial Educational Society

3-5-1026, Narayanaguda, Hyderabad - 500029 Ph : 040 2322 4651, 8331029974

ESTD. 1945

E-mail : principal.kmics@gmail.com

Website : www.kmics.ac.in

The following are the details of workshops/seminars/conferences including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship for the Academic year 2022-23

S. No	Name of the workshop/ seminar/ conference	Number of Participants
1	Primary Data -Sources Collection - Research Methodology	145
2	Balancing Entrepreneur Personal Life	140
3	Role Of Ngos In Creating Awareness About Ipr	136
4	Parametric Vs Non-Parametric Tests - Research Analysis"	146
5	Seminar Report: Building Brand Identity	140
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7	Role Of Computer In The Research	80
8	Entrepreneurial Leadership Skills	80
9	Small Business Entrepreneurs - E-Commerce Strategies And Skills	140
10	"Recent Research Methods And Ethics	146
11	Intellectual Property Rights And Innovations	144
12	Seminar On Patents Reforms In The Digital Era	144
13	A Seminar On Research Methodology	146
14	Entrepreneurship Development - Role Of Technology	140
15	Entrepreneurship - Global Trends And Local Opportunities	145
16	Seminar On Emerging Issues And Challenges In Property Rights	144

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Keshav Memorial Institute of Commerce & Science,
Narayanaguda, Hyderabad-500 029
College Code No: 1110/318



SEMINAR ON

“PRIMARY DATA -SOURCES COLLECTION - RESEARCH METHODOLOGY” DATE: 24-03-2023

RESOURCE PERSON: DR. ANAND PAWAR

No of Students Attended/Benefited :145

The Department of Commerce Organized Seminar on “PRIMARY DATA -SOURCES COLLECTION - RESEARCH METHODOLOGY “on 24/03/2023 at 11.30am in SV Hall. Resource person DR. ANAND PAWAR Dean, BRAOU OU. Explained clearly about primary data -sources collection - research methodology”

Resource person photo




Objectives of the Seminar:

- Designing Experimental Protocols
- Purpose and Benefits of Focus Groups
- Designing Focus Group Discussions
- Designing Case Study Protocols
- Collecting and Analyzing Case Study Data

Outcome of the seminar

- Summary of Key Learnings from the Seminar
- Encouragement to Apply Primary Data Collection Methods in Research
- Methodology Students learned about a seminar on about primary data sources collection - research methodology”


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ACTIVITY

Seminar Report: Balancing Entrepreneur Personal Life Date: April 1, 2023

Venue: 2nd Floor SV Hall, KMICS

Time: 11:30 AM

Resource Person:

Srinivas Padmakar

Assistant Professor, Govt. Degree College for Men, Kurnool Board of Studies, Osmania University

Resource person photo

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DEPARTMENT OF COMMERCE

Welcomes to
Seminar on
"BALANCING ENTREPRENEURSHIP - PERSONAL LIFE "

"Success isn't just about balancing your business and personal life; it's about integrating them harmoniously, where each fuels and enriches the other."

Key Note Speaker
Dr.Srinivasa Padmakar
Asst. Prof., Govt Degree College for Men

Date: 01.04.2023
Time: 11:30 am
Venue: S.V. Hall, KMICS

Mrs. Seema Rani Coordinator
Mrs. Greeshma Convener
Mrs.V.Neeraja HOD
Dr. K. Someshwar Rao Principal, KMICS
Dr.A.V.Subrahmanyam Secretary, KMES

Coordinator:

Seema Rani


Convener:

Greeshma

Organizing Team:

Head of Department: Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao


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Introduction: On April 1, 2023, KMICS organized a seminar focusing on "Balancing Entrepreneur Personal Life," aiming to address the challenges faced by entrepreneurs in maintaining a healthy work-life balance.

Srinivas Padmakar, Assistant Professor from Govt. Degree College for Men, Kurnool, and a member of the Board of Studies at Osmania University, shared insights into strategies for achieving harmony between personal and professional responsibilities.

Key Points Covered:

Opening Address: The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS, emphasizing the importance of work-life balance for entrepreneurs' well-being and overall success.

Understanding the Challenges: Srinivas Padmakar delved into the unique challenges faced by entrepreneurs in balancing their personal and professional lives, including long work hours, high stress levels, and blurred boundaries between work and home life.

Strategies for Work-Life Balance: The seminar explored practical strategies for entrepreneurs to achieve work-life balance, such as time management, setting boundaries, prioritization, delegation, and self-care practices. Padmakar emphasized the importance of adopting a holistic approach to well-being, including physical, mental, and emotional health.

Creating Support Systems: Attendees gained insights into the significance of building strong support systems, both within and outside the entrepreneurial venture. Padmakar discussed the role of family, friends, mentors, and professional networks in providing emotional support, guidance, and encouragement to entrepreneurs.

Workplace Policies and Culture: The session highlighted the importance of fostering a supportive workplace culture that values work-life balance and employee well-being. Padmakar discussed the role of organizational policies, flexible work arrangements, and employee benefits in promoting a healthy work environment.

Personal Reflection and Goal Setting: The seminar concluded with a discussion on the importance of personal reflection and goal setting in achieving work-life balance. Padmakar encouraged attendees to identify their values, priorities, and long-term goals, and align their actions accordingly to lead fulfilling and balanced lives.

Conclusion: The seminar on "Balancing Entrepreneur Personal Life" provided attendees with valuable insights into the challenges and strategies for achieving work-life balance in entrepreneurship. Srinivas Padmakar's expertise and practical advice inspired participants to prioritize their well-being while pursuing their entrepreneurial aspirations.

Acknowledgments: We extend our sincere gratitude to Srinivas Padmakar for his insightful presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and commitment to promoting work-life balance in the entrepreneurial community.


V. Senthil
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ACTIVITY

Role of NGOs in creating awareness about IPR DATE: 08-04-2023

RESOURCE PERSON: Dr.M.Amallik

No. of students attended/benefitted: 136

The Department of Commerce organized a seminar “Role of NGOs in creating awareness about IPR” on 08-04-2023, at 11.30AM in SV Hall.

Resource person Dr.M.Amallik, GDC,Kukatpalli, Hyderabad gave a lucid explanation about the need for the awareness of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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DEPARTMENT OF COMMERCE
Welcomes to
Seminar on
“ROLE OF NGO’S IN CREATING AWARENESS ABOUT IPR”
"Join us for a seminar welcoming all to explore the pivotal role of NGOs in spreading awareness about Intellectual Property Rights. Discover how these organizations ignite innovation and safeguard creativity on a global scale."

Key Note Speaker
Dr.M.Amallik
GDC, Kukatpalli, Hyd

Date: 08.04.2023
Time: 11:30 am
Venue: S.V. Hall, KMICS

Mrs.Sowjanya Coordinator
Mrs.V.Neeraja Convenor
Mrs.V.Neeraja HOD
Dr. K. Someshwar Rao Principal, KMICS
Dr.A.V.Subrahmanvam Secretary, KMES

Objectives of the Seminar:

To explore avenues for commercializing intellectual property assets, including licensing, technology transfer, and partnerships, and to discuss the economic benefits and challenges associated with these activities.

To provide a global perspective on intellectual property issues, including differences in IPR regimes across countries, emerging trends, and the impact of globalization on intellectual property rights.

To explore how IPR can incentivize investment in research and development.

Dr.M.Amallik also stressed on the need to enhance understanding among participants about the importance, scope, and implications of intellectual property rights.

Outcome: Students were able to learn many new concepts and enjoyed some historic case laws shared by the Resource Person.

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ACTIVITY SEMINAR ON

“PARAMETRIC VS NON-PARAMETRIC TESTS - RESEARCH ANALYSIS” DATE : 12-04-2023

RESOURCE PERSON: DR.K. SURYA NARAYANA

No of Students Attended/Benefited :146

The Department of Commerce Organized Seminar on “PARAMETRIC VS NON-PARAMETRIC TESTS - RESEARCH ANALYSIS” on 12/04/2023 at 11.30am in SV Hall. Resource person DR.K. SURYA NARAYANA. The Department of Commerce OU. Explained clearly about parametric vs non parametric tests - research analysis

Resource person photo

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DEPARTMENT OF COMMERCE
Welcomes to
Seminar on
“PARAMETRIC VS NON PARAMETRIC TESTS-RESEARCH ANALYSIS”
"Welcome to the Department of Commerce's seminar exploring the knowledge of Parametric vs. Non-Parametric Tests in Research Analysis. Join us as we delve into the methodologies shaping data interpretation and decision-making processes.."

Key Note Speaker
Dr.K.Surya Narayana
Dep. Of Commerce

Date: 12.04.2023
Time: 11:30 am
Venue: S.V. Hall, KMICS


Mrs.Priti Arya Coordinator
Mrs.Swathi Convenor
Mrs.V.Neeraja HOD
Dr. K. Someshwar Rao Principal, KMICS
Dr.A.V.Subrahmanyam Secretary, KMES

Objectives of the Seminar:

- Case Studies Demonstrating Test Selection:
 - Real-world Examples of Parametric and Non-parametric Tests in Research Analysis
 - Interpretation of Results and Implications
- Addressing Common Misconceptions:

Misapplication of Tests Outcome of the seminar

- Reporting and Interpreting Results Accurately
- Avoiding Data Manipulation and Fabrication
- Students learned about a seminar on parametric vs non parametric tests - research analysis


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ACTIVITY

Seminar Report: Building Brand Identity

Date: April 19, 2023

Venue: 2nd Floor SV Hall, KMICS

Time: 11:30 AM

Resource Person:

Dr. A. Nakula Reddy

Retired Professor, Osmania University

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DEPARTMENT OF COMMERCE
Welcomes !!
Seminar on
“ENTREPRENEURSHIP - BUILDING BRAND IDENTITY”
"Welcome to the Department of Commerce's seminar on 'Entrepreneurship - Building Brand Identity'. Join us as we uncover the strategies and insights crucial for crafting strong brand identities that resonate in today's competitive market landscape.."
Key Note Speaker
Dr. A. Nakula Reddy
Retd. Professor
Osmania University
Date: 19.04.2023
Time: 11:30 am
Venue: S.V. Hall, KMICS
Ms. K. Sreedevi **Ms. Sowjanya** **Ms. V. Neeraja** **Dr. K. Someshwar Rao** **Dr. A.V. Subrahmanyam**
Coordinator *Convener* *HOD* *Principal, KMICS* *Secretary, KMES*

Coordinator:

K. Sreedevi

Convener:

M. Soujanya

Organizing Team:

Head of Department: Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao


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Introduction: On April 19, 2023, KMICS hosted a seminar focusing on "Building Brand Identity," aimed at providing insights into the strategic processes involved in creating and establishing a strong brand entity. Dr. A. Nakula Reddy, a retired professor from Osmania University, shared his expertise on branding strategies and techniques for enhancing brand visibility and reputation.

Key Points Covered:

Opening Address: The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS, emphasizing the importance of branding in today's competitive business environment and its impact on organizational success.

Understanding Brand Identity: Dr. A. Nakula Reddy provided an overview of brand identity and its components, including brand vision, values, personality, and positioning. He discussed how a well-defined brand identity helps differentiate a company's offerings and fosters customer loyalty and trust.

Strategies for Building Brand Identity: The seminar explored practical strategies and techniques for building a strong brand identity. Dr. Reddy discussed the importance of market research, brand positioning, visual identity elements (such as logos, colors, and typography), storytelling, and consistent messaging in shaping brand perception.

Brand Communication Channels: Attendees gained insights into the various communication channels and platforms used for brand promotion and engagement. Dr. Reddy discussed the role of digital marketing, social media, advertising, public relations, and experiential marketing in effectively communicating brand values and messages to target audiences.

Brand Reputation Management: The session highlighted the significance of brand reputation management in maintaining and enhancing brand equity. Dr. Reddy discussed the importance of delivering on brand promises, managing customer feedback and reviews, addressing crises promptly, and building positive brand associations.

Case Studies and Examples: The seminar featured case studies and real-life examples of successful brands that have effectively built and managed their brand identity. These case studies provided attendees with practical insights into the strategies and tactics employed by renowned brands to create lasting impressions and connect with consumers.

Conclusion: The seminar on "Building Brand Identity" provided attendees with valuable insights into the strategic processes involved in creating and nurturing a strong brand entity. Dr. A. Nakula Reddy's expertise and practical advice inspired participants to leverage branding as a powerful tool for business growth and differentiation.

Acknowledgments: We extend our sincere gratitude to Dr. A. Nakula Reddy for his enlightening presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and engagement, which contributed to the success of the seminar.


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ACTIVITY

Seminar on "IPR - Copyright" DATE: 01-05-2023

RESOURCE PERSON: Dr.Vani B

No. of students attended/benefitted: 141

The Department of Commerce Organized a Seminar on "IPR - Copyright" on 01-05-2023 at 11.30AM in SVHall.

Resource person Dr.Vani B, Principal,KMCL, gave a lucid explanation about the need for the awareness ofINTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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DEPARTMENT OF COMMERCE
Welcomes to
Seminar on
"ROLE OF NGO's IN CREATING AWARENESS ABOUT IPR"
"Join us for a seminar welcoming all to explore the pivotal role of NGOs in spreading awareness about Intellectual Property Rights. Discover how these organizations ignite innovation and safeguard creativity on a global scale."
Key Note Speaker
Dr. M. Amallik
GDC, Kukatpally, Hyd
Date: 01-05-2023
Time: 11:30 am
Venue: S.V. Hall, KMICS
Mrs. Sowjanya *Coordinator* Mrs. V. Neeraja *Convenor* Mrs. V. Neeraja *HOD* Dr. K. Someshwar Rao *Principal, KMICS* Dr. A.V. Subrahmanyam *Secretary, KMES*

Objectives of the Seminar:

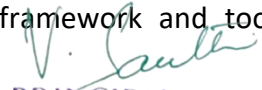
To discuss recent trends, developments, and emerging issues in the field of trademarks, such as changes in trademark law and practice, technological advancements, evolving consumer behavior, and the impact of globalization on trademark strategies.

To address common disputes and challenges related to trademarks, including conflicts over trademark rights, opposition and cancellation proceedings, domain name disputes, and litigation strategies for enforcing trademark rights or defending against infringement claims.

To provide participants with a comprehensive understanding of what trademarks are, their purpose, and their significance in protecting brands, products, and services.

Dr.Vani B made the seminar very interesting by sharing many useful tips.

Outcome: Students were able to appreciate the importance of legal framework and took a step forward to understand the issues.


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ACTIVITY SEMINAR ON "ROLE OF COMPUTER IN THE RESEARCH" 04-05-2023

RESOURCE PERSON: MS. ACHYUTSA DEVI

No of Students Attended/Benefited :80

The Department of Commerce Organized Seminar on "ROLE OF COMPUTER IN THE RESEARCH" on 04/05/2023 at 11.30am in Pawar Hall Resource person MS. ACHYUTSA DEVI, Principal Reddy women's Asst.Professor The Department of Commerce OU. Explained clearly about Role of computer in the research

Resource person photo

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DEPARTMENT OF COMMERCE
Welcomes to
Seminar on
"ROLE OF COMPUTER IN RESEARCH"

"Join us in the process of Empowering Commerce through Computational Insights: Redefining Research Dynamics at the Department of Commerce."

Key Note Speaker
Ms Achyutsa Devi
Principal
Reddy's Women's College

Date: 04-05-2023
Time: 11:30 am
Venue: PAWAR HALL

Mrs.Roshini Bharathi Co-Ordinator
Mrs.Amita Jaiswal Convenor
Mrs V.Neeraja HOD
Dr.K.Someshwar Rao Principal, KMICS
Dr.A.V.Subrahmanyam Secretary, KMES

Objectives of the Seminar:

- Utilizing Computers for Data Collection:
 - Online Surveys and Questionnaires
 - Automated Data Entry Systems
 - Sensor Data Collection
 - Mobile Data Collection Applications
- Outcome of the seminar

Addressing Challenges and Anticipating Future Trends:

- Data Privacy and Security Concerns
- Access and Equity Issue
- Students learned about a seminar on Role of computer in the research

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ACTIVITY

Seminar Report: Entrepreneurial Leadership Skills Date: May 10, 2023

Venue: Pawar Hall, KMICS

Time: 11:30 AM

Resource Person:

Dr. G.L.K. Durga

Retired Principal, AMSASCW

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DEPARTMENT OF COMMERCE

Welcomes to
SEMINAR on
"ENTREPRENEUR-LEADERSHIP SKILLS"

"Join us at the seminar to cultivate essential entrepreneurial leadership skills for success in today's dynamic business landscape."

Resource Person
Dr. G.L.K. Durga
Retd. Principal
AWSASCW

Date: 10-05-2023 **Time:** 11:30 am **Venue:** PAWAR HALL

Mr. Sai Kiran
Co-Ordinator

Mrs. Priti Arya
Convener

Mrs. V. Neeraja
HOD

Dr. K. Someshwar Rao
Principal, KMICS

Dr. A.V. Subrahmanyam
Secretary, KMES

Coordinator:

Mr. Sai Kiran


Convener:

Preethi Arya

Organizing Team:

Head of Department: Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao


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E-mail : principal.kmics@gmail.com

Website : www.kmics.ac.in

Introduction: On May 10, 2023, KMICS organized a seminar focusing on "Entrepreneurial Leadership Skills," aimed at providing insights into the essential leadership qualities and techniques required for entrepreneurial success. Dr. G.L.K. Durga, a retired principal from AMSASCW, shared her expertise on leadership development and its relevance in the entrepreneurial context.

Key Points Covered:

Opening Address: The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of KMICS, emphasizing the crucial role of leadership skills in driving entrepreneurial ventures towards success and sustainability.

Understanding Entrepreneurial Leadership: Dr. G.L.K. Durga provided an overview of entrepreneurial leadership, highlighting the unique characteristics and challenges associated with leading in the dynamic and uncertain business environment. She discussed how effective leadership fosters innovation, resilience, and growth in entrepreneurial ventures.

Key Leadership Qualities: The seminar explored essential leadership qualities and traits required for entrepreneurial success. Dr. Durga discussed qualities such as vision, passion, adaptability, resilience, decisiveness, and empathy, emphasizing their role in inspiring and motivating teams to achieve common goals.

Leadership Techniques and Strategies: Attendees gained insights into various leadership techniques and strategies applicable to the entrepreneurial context. Dr. Durga discussed the importance of effective communication, delegation, team building, conflict resolution, and decision-making in leading entrepreneurial ventures towards growth and success.

Leading Through Change and Uncertainty: The session highlighted the challenges of leading through change and uncertainty in the entrepreneurial landscape. Dr. Durga discussed strategies for embracing change, managing ambiguity, and fostering a culture of innovation and agility within entrepreneurial organizations.

Case Studies and Examples: The seminar featured case studies and real-life examples of successful entrepreneurial leaders who have demonstrated exemplary leadership skills. These case studies provided attendees with practical insights into the application of leadership principles in overcoming challenges and achieving entrepreneurial objectives.

Conclusion: The seminar on "Entrepreneurial Leadership Skills" provided attendees with valuable insights into the essential qualities and techniques for effective leadership in the entrepreneurial context. Dr. G.L.K. Durga's expertise and practical advice inspired participants to develop their leadership capabilities and lead their ventures towards sustainable growth and success.

Acknowledgments: We extend our sincere gratitude to Dr. G.L.K. Durga for her enlightening presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and engagement, which contributed to the success of the seminar.


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ACTIVITY

Seminar Report: Small Business Entrepreneurs - E-Commerce Strategies and

Skills Date: May 13, 2023

Venue: 2nd Floor Seminar Hall

Time: 11:30 AM

Resource Person:

Mrs. Manjula Alladi Assistant Professor, BCCA

Resource person photo

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DEPARTMENT OF COMMERCE

Welcomes to
SEMINAR on
"SMALL BUSINESS ENTREPRENEUR-E-COMMERCE STRATEGIES"

"Discover innovative e-commerce strategies tailored for small business entrepreneurs at our seminar."

Resource Person
Mr. Maniula Alladi
Asst. professor
BCCA

Date: 13-05-2023 Time: 11:30 am Venue: 2nd Floor Seminar Hall

Mr. B. Srinivas Rao **Mr. Sanjay raj M** **Mrs. V. Neeraja** **Dr. K. Someshwar Rao** **Dr. A. V. Subrahmanyam**
Coordinator Convener HOD Principal, KMICS Secretary, KMES

Coordinator:

Mr. B. Srinivas Rao

Convener:

Mr. Sanjay Raj

Organizing Team:

Head of Department: Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao


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Introduction: On May 13, 2023, a seminar was conducted focusing on "Small Business Entrepreneurs - E-Commerce Strategies and Skills," aimed at equipping small business owners with the knowledge and skills required to leverage e-commerce for business growth. Mrs. Manjula Alladi, Assistant Professor in BCCA, shared insights into effective e-commerce strategies and practical skills for small business entrepreneurs. 85 students attended.

Key Points Covered:

Opening Address: The seminar commenced with an opening address by Dr. K. Someshwar Rao, the Principal of the institution, highlighting the significance of e-commerce in today's digital economy and its potential to empower small businesses.

Understanding E-Commerce: Mrs. Manjula Alladi provided an overview of e-commerce, discussing its various forms, such as online marketplaces, social commerce, and direct-to-consumer platforms. She emphasized the importance of embracing e-commerce as a strategic tool for reaching a wider audience and driving sales.

E-Commerce Strategies for Small Businesses: The seminar explored effective e-commerce strategies tailored to the needs of small businesses. Mrs. Alladi discussed topics such as building an online presence, optimizing product listings, pricing strategies, customer relationship management, and fulfillment and delivery logistics.

Digital Marketing Techniques: Attendees gained insights into digital marketing techniques and tools essential for promoting small businesses in the e-commerce landscape. Mrs. Alladi discussed strategies for search engine optimization (SEO), social media marketing, email marketing, and paid advertising, emphasizing their role in driving traffic and conversions.

E-Commerce Platforms and Technologies: The session highlighted various e-commerce platforms and technologies available to small businesses. Mrs. Alladi discussed the features, benefits, and considerations for choosing the right platform, as well as the integration of tools for payment processing, inventory management, and analytics.

Case Studies and Success Stories: The seminar featured case studies and success stories of small businesses that have effectively utilized e-commerce to achieve growth and profitability. These examples provided attendees with practical insights and inspiration for implementing e-commerce strategies in their own businesses.

Conclusion: The seminar on "Small Business Entrepreneurs - E-Commerce Strategies and Skills" provided attendees with valuable insights and practical skills for harnessing the power of e-commerce for business success. Mrs. Manjula Alladi's expertise and engaging presentation style inspired participants to adopt e-commerce as a strategic tool for growth and competitiveness.

Acknowledgments: We extend our sincere gratitude to Mrs. Manjula Alladi for her informative presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and participants for their active participation and enthusiasm, which contributed to the success of the seminar.

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Keshav Memorial Institute of Commerce & Sciences,

Narayanaguda, Hyderabad-500 029

College Code No: 1110/318



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Website : www.kmics.ac.in

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ACTIVITY SEMINAR ON

“RECENT RESEARCH METHODS AND ETHICS” DATE : 03-06-2023

RESOURCE PERSON: DR. PATRICK ANTHONY

No of Students Attended/Benefited :146

The Department of Commerce Organized Seminar on “RECENT RESEARCH METHODS AND ETHICS “on 03/06/2023 at 11.30am in PG college seminar hall. Resource person R DR. PATRICK ANTHONY Asst.Professor The Department of Commerce OU. Explained clearly about Recent research methods and ethics

Resource person photo

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DEPARTMENT OF COMMERCE

Welcomes to
SEMINAR on
“RECENT RESEARCH METHODS AND ETHICS”

"Explore cutting-edge research methodologies and ethical considerations at our seminar on Recent Research Methods and Ethics."

Resource Person
Dr. Patrick Anthony
Professor in Commerce
Osmania University

Date: 03-06-2023 Time: 11:30 am Venue: PG College Seminar Hall


Mr. Bhaskar Yogendra Co-Ordinator K. Sreedevi Convener Mrs. V. Neeraja HOD Dr. K. Someshwar Rao Principal, KMICS Dr. A. V. Subrahmanyam Secretary, KMES

Objectives of the Seminar:

- promoting Reproducible Research:
- Transparent Reporting Guidelines
- Data Sharing and Replication
- Pre-registration of Studies
- Challenges and Opportunities in Open Science

Outcome of the seminar

- Summary of Key Learnings from the Seminar
- Encouragement to Embrace Recent Advances in Research Methods and Ethics Students learned about a seminar on Recent research methods and ethics.


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ACTIVITY

Seminar on Intellectual Property Rights and Innovations DATE: 06-06-2023

RESOURCE PERSON: Dr. Vasantha

No. of students attended/benefitted: 144

The Department of Commerce organized a seminar on “Intellectual Property Rights and Innovations” on 06-06-2023, at 11.30AM in SV Hall.

Resource person Dr.Vasantha, Retd. Principal, Padmavathi Degree College for Women, gave an insightful explanation about the Innovations in the field of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo

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DEPARTMENT OF COMMERCE

Welcomes to
Seminar on
INTELLECTUAL PROPERTY RIGHTS AND INNOVATIONS

"Empowering innovation through robust intellectual property rights."

RESOURCE PERSON
Dr. Vasantha
Retd. Principal
Padmavathi Degree College

DATE: 06-06-2023
TIME: 11:30am

VENUE: Seminar Hall
PG college

Mrs. B. Anupreethi
Co-ordinator

M. Lakshmi Prasanna
Convenor

V. Neeraja
HOD

Dr. K. Someshwar Rao
Principal, KMICS

Dr. A. V. Subrahmanyam
Secretary, KMES

Objectives of the Seminar:

To discuss strategies and best practices for protecting intellectual property, including patents, trademarks, copyrights, and trade secrets, as well as mechanisms for enforcement against infringement.

To discuss the economic benefits and challenges associated with these activities.

To build capacity among stakeholders, including researchers, entrepreneurs, policymakers, and legal professionals, to effectively navigate intellectual property issues and maximize the value of intellectual assets.

Ms Vasantha also gave various interesting insights on the topic.

Outcome: Students were able to appreciate the lecture with interactive questions and feedback.

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ACTIVITY

Seminar on Patents reforms in the Digital Era DATE: 08-06-2023

RESOURCE PERSON: Dr.Gangadhar No. of students attended/benefitted: 144

The Department of Commerce organized a seminar on “Patents reforms in the Digital Era” on 08-06-2023, at 11.30AM in SV Hall.

Resource person Dr.Gangadhar, Dean Osmania University, gave an insightful explanation about the Innovations in the field of INTELLECTUAL PROPERTY RIGHTS.

Resource person photo



Objectives of the Seminar:

To discuss strategies and best practices for protecting intellectual property, including patents, trademarks, copyrights, and trade secrets, as well as mechanisms for enforcement against infringement.

To discuss the economic benefits and challenges associated with these activities.

To build capacity among stakeholders, including researchers, entrepreneurs, policymakers, and legal professionals, to effectively navigate intellectual property issues and maximize the value of intellectual assets.

Dr.Gangadhar also gave various interesting insights on the topic.

Outcome: Students were able to appreciate the lecture with interactive questions and feedback

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ACTIVITY SEMINAR ON

“A SEMINAR ON RESEARCH METHODOLOGY” 15-06-2023

RESOURCE PERSON: DR. USHA KIRAN

No of Students Attended/Benefited :146

The Department of Commerce Organized Seminar on “A SEMINAR ON RESEARCH METHODOLOGY “on 15/06/2023 at 11.30am in SV Hall. Resource person DR. USHA KIRAN Retd Professor The Department of Commerce OU. Explained clearly about A seminar on research methodology

Resource person photo

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DEPARTMENT OF COMMERCE
Welcomes to
Seminar on
“A SEMINAR ON RESEARCH METHODOLOGY”
“Navigating the Pathways of Effective Inquiry and Discovery in Commerce..“

KEY NOTE SPEAKER
Dr.Usha Kiran K
Retd.Professor in Commerce,OU

VENUE: SV.Hall KMICS

Date: 15-06-2023
Time:11:30am

M.Soujanya
Co-ordinator

Mrs.Seema rani
Convenor

Neeraja
HOD

Dr . K.Someshwar rao
Principal , KMICS


Dr.A.V.Subrahmanyam
Secretary, KMES

Objectives of the Seminar:

- Understanding Data Collection Techniques:
- Surveys and Questionnaires
- Interviews
- Observations
- Experiments
- Secondary Data Collection Outcome of the seminar

Case Studies Demonstrating Research Methodology:

- Real-world Examples of Research Studies
- Challenges Encountered and Solutions Employed Students learned about a seminar on a seminar on research methodology


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ACTIVITY

SEMINAR REPORT: ENTREPRENEURSHIP DEVELOPMENT - ROLE OF TECHNOLOGY

Date: June 22, 2023

Venue: S.V. Hall, University of Osmania

Time: 11:30 AM

Resource Person: Dr. Indrakanti Shekar

Designation: Senior Professor, Osmania University Resource person photo

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DEPARTMENT OF COMMERCE

Welcomes to
Seminar on
**“Entrepreneurship Development -
Role of Technology”**

“Navigating the Waters of Entrepreneurial Success with the Compass of Technology.”

DATE: 22-06-2023
TIME: 11:30AM

KEY NOTE SPEAKER
Dr.Usha Kiran K
Retd.Professor in Commerce ,OU

**VENUE SV.Hall
KMICS**

M.Soujanya
Co-ordinator

Mrs.Seema Rani
Convener

V.Neeraja
HOD

Dr. K.Someshwar rao
Principal, KMICS

Dr.A.V.Subrahmanyam
Secretary, KMES

Seminar Hall: 120

Coordinators:

Anjana Devi

Roshini Bharathi (Convener)

Organizing Team:

Head of Department V: Neeraja

Principal: Dr. K. Someshwar Rao

V. Neeraja
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Introduction: The seminar on "Entrepreneurship Development - Role of Technology" held on June 22, 2023, at

S.V. Hall, University of Osmania, aimed to explore the symbiotic relationship between entrepreneurship and technology. With Dr. Indrakanti Shekar, a distinguished senior professor from Osmania University, as the resource person, the seminar promised insightful discussions and practical insights into leveraging technology for entrepreneurial endeavors.

Key Points Covered:

Opening Remarks: The seminar commenced with opening remarks from Dr. K. Someshwar Rao, Principal, Osmania University, emphasizing the importance of entrepreneurship in today's dynamic business landscape.

Introduction to Entrepreneurship: Dr. Indrakanti Shekar provided a comprehensive overview of entrepreneurship, highlighting its significance in fostering innovation, economic growth, and job creation.

Role of Technology: The core focus of the seminar was the intersection of entrepreneurship and technology. Dr. Shekar elucidated on how technology acts as a catalyst for entrepreneurial ventures, enabling efficiency, scalability, and competitive advantage.

Case Studies: The session featured case studies showcasing successful entrepreneurial ventures that leveraged technology effectively. These real-world examples provided attendees with practical insights into implementing technological solutions in entrepreneurial endeavors.

Challenges and Opportunities: An interactive discussion ensued regarding the challenges and opportunities presented by technology in entrepreneurship. Participants shared their experiences and perspectives, enriching the discourse.

Future Trends: The seminar concluded with a forward-looking discussion on emerging trends in technology and their implications for entrepreneurship. Dr. Shekar highlighted areas such as artificial intelligence, blockchain, and sustainable technologies as key drivers of future entrepreneurial ventures.

Conclusion: The seminar on "Entrepreneurship Development - Role of Technology" was a resounding success, thanks to the insightful presentations and engaging discussions led by Dr. Indrakanti Shekar. Attendees gained valuable knowledge on harnessing technology for entrepreneurial success, paving the way for future innovation and growth in the entrepreneurial ecosystem.

Acknowledgments: We extend our sincere gratitude to Dr. Indrakanti Shekar for sharing his expertise and insights with us. Special thanks to the organizing team, coordinators, and the participants for their contribution in making the seminar a memorable and enriching experience.

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ACTIVITY

SEMINAR REPORT: ENTREPRENEURSHIP - GLOBAL TRENDS AND LOCAL OPPORTUNITIES

Date: June 26, 2023 **Venue:** SV Hall **Time:** 11:30 AM

Resource Person:

Dr. M. Usha

Retired Professor in Commerce, Osmania University

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DEPARTMENT OF COMMERCE

Welcomes to
Seminar on
“Entrepreneur global trends and local opportunities”

Charting the Course for Entrepreneurial Success in a Globalized Marketplace.

Resource Person
Dr.M.Usha
Retd.Professor in Commerce ,OU

DATE: 26-06-2023 TIME: 11:30AM VENUE:SV.Hall KMICS

Mrs.Greeshma **M.Soujanya** **V.Neeraja** **Dr . K.Someshwar rao** **Dr.A.V.Subrahmanyam**
Co-ordinator Convener HOD Principal , KMICS Secretary, KMES

Coordinator:

Ms. Greeshma

Convener:

Mr. Soujanya

Organizing Team:

Head of Department: Mrs. V. Neeraja

Principal: Dr. K. Someshwar Rao

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Introduction: On June 26, 2023, a seminar titled "Entrepreneurship - Global Trends and Local Opportunities" was conducted, aiming to explore the evolving landscape of entrepreneurship in light of global trends and the available local opportunities. Dr. M. Usha, a retired professor in commerce from Osmania University, shared insights into the dynamic nature of entrepreneurship and the potential it holds for aspiring entrepreneurs.

Key Points Covered:

Opening Address: The seminar began with an opening address by Dr. K. Someshwar Rao, the Principal of the institution, highlighting the importance of staying informed about global trends and local opportunities in entrepreneurship to harness them effectively.

Understanding Global Trends: Dr. M. Usha provided an overview of current global trends shaping the entrepreneurial landscape, such as technological advancements, changing consumer preferences, market globalization, and sustainability initiatives. She emphasized the need for entrepreneurs to adapt to these trends to remain competitive.

Exploring Local Opportunities: The seminar explored the diverse array of local opportunities available for entrepreneurs in the region. Dr. Usha discussed sectors with growth potential, emerging market niches, government initiatives, and support programs for entrepreneurship development at the local level.

Challenges and Opportunities: Attendees gained insights into the challenges and opportunities associated with pursuing entrepreneurship in the context of global trends and local dynamics. Dr. Usha discussed topics such as market research, innovation, access to funding, regulatory compliance, and talent acquisition.

Case Studies and Success Stories: The session featured case studies and success stories of entrepreneurs who have successfully capitalized on global trends and local opportunities to build thriving businesses. These examples provided attendees with practical insights and inspiration for their entrepreneurial endeavors.

Interactive Discussion: The seminar concluded with an interactive discussion session, allowing attendees to ask questions, share their perspectives, and engage in dialogue with Dr. Usha. The session facilitated knowledge exchange and encouraged participants to reflect on how they can apply the insights gained to their own entrepreneurial ventures.

Attendance: A total of 125 students attended the seminar, demonstrating significant interest in the topic of entrepreneurship and its relevance in today's world.

Conclusion: The seminar on "Entrepreneurship - Global Trends and Local Opportunities" provided attendees with valuable insights into the dynamic nature of entrepreneurship and the opportunities it presents in both global and local contexts. Dr. M. Usha's expertise and engaging presentation style inspired participants to explore entrepreneurship as a viable career option and to leverage global trends and local opportunities for business success.

Acknowledgments: We extend our sincere gratitude to Dr. M. Usha for her informative presentation and valuable contributions to the seminar. Special thanks to the coordinator, convener, organizing team, and all the participants for their active involvement and enthusiasm, which contributed to the success of the seminar.


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ACTIVITY

SEMINAR ON EMERGING ISSUES AND CHALLENGES IN PROPERTY RIGHTS DATE: 29-06-2023

RESOURCE PERSON: Dr.K.Suryanarayana,

No. of students attended/benefitted: 144

The Department of Commerce organized a seminar on “Emerging issues and challenges in property rights” on 29-06-2023, at 11.30AM in SV Hall.

Resource person Dr.K.Suryanarayana, Dept of Commerce, Osmania University gave an insightful explanation about the Innovations in the field of INTELLECTUAL PROPERTY RIGHTS. Resource person photo

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Department Of Commerce

Welcomes to
Seminar on
Emerging Issues And Challenges In Property Rights

"Welcome to our Seminar, bridging theory and practice in research. Let's delve into the essence of commerce, exploring fundamental objectives and applied methodologies together."

RESOURCE PERSON
Dr.K.Suryanarayana
Dept of Commerce,OU

Save the date: **June 29, 2023**, at **11:30 am!** Join us at **SV Hall, KMICS**, for an enlightening seminar

Mrs.Santhoshi Vyas **Co-ordinator** Mrs.VNeeraja **Convenor** Mrs.VNeeraja **HOD** DR. K.Someshwar Rao **Principal, KMICS** A.V.Subrahmanyam **Secretary, KMES**

Objectives of the Seminar:

- To discuss strategies and best practices for protecting intellectual property, including patents, trademarks, copyrights, and trade secrets, as well as mechanisms for enforcement against infringement.
- To discuss the economic benefits and challenges associated with these activities.
- To build capacity among stakeholders, including researchers, entrepreneurs, policymakers, and legal professionals, to effectively navigate intellectual property issues and maximize the value of intellectual assets.

Dr. K. Suryanarayana, also gave various interesting insights on the topic.

Outcome: Students were able to appreciate the lecture with interactive questions and feedback.