



St. Xavier's College (Autonomous)

(Recognized as "College with Potential for Excellence" by UGC & Accredited at A⁺⁺ grade with CGPA of 3.66/4 in IV Cycle by NAAC)

Palayamkottai – 627 002

ANNUAL REPORT 2023-2024

COMMERCE RESEARCH CENTRE

Twenty Ph.D. scholars (9 full-time and 11 part-time) pursuing their research under the Commerce Research Centre of the department and 12 scholars have been awarded Ph.D. degrees in the academic year 2023-2024. The centre has initiated the following activities and programmes for the benefit of the research scholars:

1. Online Training on Research Article Publication

An Online Training Programme on research article publication was organized through the Google Meet platform. The resource person was Dr. Satyanaryana Parayitam, Professor, Dept. of Management and Marketing, Charlton College of Business, University of Massachusetts, North Dartmouth, MA 02747. Eleven sessions were conducted between 01.10.2023 and 18.02.2024. Review of quality papers from reputed journals, collection of conceptual variables and creation of conceptual models, steps for the construction of survey instruments, and steps for writing research papers for Scopus-indexed journals were the focal areas of the training programme. Professors, research supervisors, and research scholars of our college and other institutions such as St. Joseph's College, Trichy, QIS College of Engineering and Technology, Ongole, Andhra Pradesh, Amritha Vishwa Vidya Peedham, Deemed University, Mysore, St. Joseph's College of Arts and Science, Cuddalor, and Jai Ram Arts & Science College, Salem, joined the sessions and benefited.

2. A discussion on research article preparation was arranged for the scholars of the centre on 08.02.2024. Ms. S. Anuysha Mini, the research scholar at Holy Cross College Nagercoil, was the moderator.

3. To discuss and deliberate the concepts and matters related to research methodology for the research in Commerce, an online discussion forum “X.Com Explorer” was created.
4. A special issue of *Xaverian Journal of Marketing* on the theme “Digital Marketing” was released on 29.02.2024.