





**NASRA COLLEGE**  
of Arts & Science Tirurkkad

Affiliated to the University of Calicut, Approved by  
Government of Kerala, ISO Certified Institution

ONE DAY SEMINAR ON  
**RESEARCH IN**  
**AI ERA**

**4** SATURDAY  
**NOVEMBER**  
**2023**

 Venue  
**College Seminar Hall**  
 Time:  
**9.30 am - 4.00 pm**

Organised by  
**PG Department of Commerce**

In Association with  
**Research Motivation Cell & IQAC**

## ► About Nasra

Nasra College of Arts & Science, Tirurkad was started in the academic year 2012-2013. It is a self-financing college affiliated to the University of Calicut and approved by the Government of Kerala. The institution is run by Nusrathul Islam Trust (Regd) an educational and charitable society idealized and formed by a group of devoted educationalists and social reformers with the idea of welfare, care and service of the community for more than 5 decades. The institution remains as a milestone in the field of modern education as it provides all facilities for the overall development of the students and thereby to create national feeling.

At present the college offers nine undergraduate programmes and two post-graduate programmes.

The college is accessible from all sides of the locality. It is situated at thirurkad (Kozhikode Palakkad NH-213) 3 kms away from Angadipuram Railway station. 5kms from Perinthalmanna town and 15 kms from the district head quarters at Malappuram.

## ► About PG Department

Post Graduate Department of Commerce is the department having three Under Graduate Courses and one Post Graduate course. The Post Graduate course began in the year 2016 and B.Com degree courses in the year 2012. The department offers B.Com Finance, B.Com Computer Application, B.Com Cooperation and M.Com in Finance stream. The department is well equipped with ICT enabled classrooms backed up with good faculty input. There are 17 teachers and more than 450 students in the nominal roll of the department. The department conducts various workshops, seminars and faculty development programs every year in diverse areas.

## ► About the Seminar

The "Problem Formulation and Review of Literature in the AI Environment" program is designed to provide students with a holistic understanding of the AI research process. By addressing key components like problem formulation, literature review, methodology selection, reporting of research findings, and citation and reference management, this program equips individuals with the knowledge and skills necessary to thrive in the rapidly evolving field of AI. Whether you are a novice researcher or an experienced practitioner, this program will empower you to contribute to the advancement of AI knowledge and technology.

## ► Objectives of the Seminar

- Promote knowledge exchange and networking among participants.
- Provide a platform for emerging researchers to showcase their work in AI.
- Encourage interdisciplinary research and innovative approaches in the AI field.
- Create awareness about the importance of AI research in shaping the future.

## ▶ Target Audience

- Master's / Research Scholars.
- Faculty Members
- Research Aspirants

## SESSION 1: Inauguration

 10.00 am to 10.30 am

## ▶ Program Schedule

Prayer	: College Choir Team
Welcome Address	: Mrs. Sree Rekha P. (Head, PG Dept. of Commerce)
Presidential Address	: Dr. Zubair P. (Principal)
Inaugural Address	: Dr. Godwin Samraj DP (Controller of Examination, University of Calicut)
Felicitation	: Mr. A.A. Raof (Manager) : Dr. Nikhil M. (Vice Principal) : Mrs. Rashida PK (IQAC Co-Ordinator)
Vote of Thanks	: Mrs. Amitha Radhakrishnan (Program Co-rdinator)

### Chief Guest



**Dr. Godwin Samraj DP**  
Controller of Examination  
University of Calicut

## SESSION 2: Problem Formulation and Review of Literature

 10.30 am to 1.00 PM

### Problem Formulation

- Enable participants to understand the process of defining research problems in the AI environment.
- Provide the skills to identify relevant research questions and objectives.

## Review of Literature

- Teach effective strategies for synthesizing and summarizing existing research.

Lunch Break

## SESSION 3: Methodology - Reporting and Reference Management

1.45 pm to 4.00 pm

### Methodology Selection

- Help participants in choosing appropriate research methodologies.
- Provide insights into the pros and cons of different research methods.

### Reporting Research Findings

- Emphasize clarity, conciseness, and the use of appropriate visualization techniques.

### Citation and Reference Management

- Instruct participants in the correct use of citation styles and reference management tools.
- Ensure that participants can maintain academic integrity in their research work.

### Resource Person ▼



#### Dr. Vineeth KM

Assistant Professor of Commerce (Selection Grade)  
& Research Supervisor  
Post Graduate Department of Commerce  
Government College, Tripunithura  
Ernakulam, Kerala

### Keynote Speaker ▼



#### Dr. Baijumon P

Assistant Professor  
PG Department of Commerce and Management Studies  
PTM Government College  
Perinthalmanna

## Paper Presentation

### SESSION 4: Valedictory

Welcome Address : **Mr. Shabeeb CH**  
Assistant Professor,  
PG Dept. Commerce, Nasra College

Keynote Address : **Dr. Baijumon P**  
Assistant Professor  
PTM Government College

### Certificate Distribution

Vote of Thanks : **Mr. Jaseel Risvan CT**  
Assistant Professor,  
PG Dept. Commerce,  
Nasra College



## ► Call for Papers

Papers may be presented on any topic under commerce and management studies. Please send your paper in electronic format (preferably in pdf) to the

**Email Address :pgdptcommerce@gmail.com**

**Full Paper Submission Deadline: 03/11/2023**

## ► Registration Fee

Faculty Members and Academicians : **Rs. 150**

Research Scholars and Postgraduate Students: **Rs. 100**

## ► Important Note

- Refreshment and Lunch will be provided for registered participants
- Online and spot registration permitted
- Certificate of participation and paper presentation will be issued
- Duty certificate will be issued on prior request

## Organising Team

### Patron

- **A.A. Raooof**, Manager
- **Dr. P. Zubair**, Principal
- **Dr. Nikhil M.**

### Seminar Chair & HoD

- **Mrs. Sree Rekha P**

## Program Convenor

**Mrs. Amitha Radhakrishnan V**  
(Mob : 8075319288)

## Joint Convenor

**Mr. Jasil Risvan**  
(Mob : 9995698484)

## Members

- . Ramesh P
- . Fathima OK
- . Ranjith A
- . Shabeeb Ali CH
- . Shafeeq T
- . Shahid C
- . Sruthi
- . Jasminas V
- . Adib E
- . Jaseela Mumthaz
- . Nimisha E
- . Noushad
- . Mubashira AP

Payment QR code



Registration Link:

<https://tinyurl.com/89c56ae7>