

PROGRAMME NAME: GLOBAL BUSINESS RESEARCH DIMENSIONS

Date: 26th October to 31st October 2018



The Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli has organised “**Global Business Research Dimensions**” sponsored by Government of Tamil Nadu under **INVITING RENOWNED PROFESSORS OF FOREIGN UNIVERSITIES** during 26th October to 31st October 2018. **Dr. Desti Kannaiah**, School of Business, James Cook University, Singapore has acted resource person for the six days from 26th October 2018 to 31st October 2018.

DAY 1 - INAUGURATION (26.10.2018)

The inauguration of the Six Days Event was held on 26th October 2018 at 10.30 am. At the inaugural function, **Dr. M. Selvam**, Dean, Faculty of Management, Professor and Head, Department of Commerce and Financial Studies welcomed the gathering. **Dr. Sasidhar Mulugu**, Syndicate Member, Bharathidasan University in his inaugural address mentioned that the entrepreneurs have great opportunity to succeed in the present technology era. Planning, big thinking, big process, delivering customer expectations make even small business to be a market leader. **Dr. Babu Rajendran**, Co-ordinator, Inviting Renowned Professors of Foreign Universities, Bharathidasan University felicitated the gathering. **Dr. Desti Kannaiah**, Resource Person from School of Business, James Cook University, Singapore in his Key Note Address stated that the secret of business success is great ideas and Today’s ideas are tomorrow’s assets.

DAY 2 – 27.10.2018

The lecture on “**Research on Corporate Governance – Effective Financial Reporting**” was delivered by **Dr. Desti Kannaiah** on 27.10.2018. In his lecture he explained that accurate financial reporting is a pre-requisite for effective Corporate Governance. He detailed the legal basis of Corporate Governance, important financial information to be disclosed, and he provided suggestions to improve financial reporting. The Case Studies relating to Corporate Governance were discussed. The participants took part in the Group Discussion on Financial Reporting Standards. The lecture and group discussion was effectively received by the 85 participants.

DAY 3 – 28.10.2018

On day 3, **Dr. Desti Kannaiah** discussed on the topic “**Research on Modern Methods of Business Teaching**”. The number of participants totals to 75. Personalized Learning, Project Based Learning, Place-Based Learning, Formative Assessment, and Maker Education are the modern methods of teaching explained by him. He detailed the elements of effective teaching such as Organizing Material for lecture, developing the content of lecture, and lecturing techniques and principles. He elaborated the relevance of group learning method, discussion method, and Demonstration- Performance Method. Followed by his lecture, case studies and group discussion were conducted by him.

DAY 4 – 29.10.2018

Dr. Desti Kannaiah delivered the lecture entitled “**Research on Innovation and Challenges in Global Business Management**”. The topics covers key challenges facing business in innovating new products, significance of Globalisation and Competition in business. He also discussed the solutions to challenges viz., marketing, succession planning, technology and professional development. Totally 77 participants were benefited from the lecture, case studies and group discussion.

DAY 5 – 30.10.2018

Dr. Desti Kannaiah addressed on the topic “**Research on Corporate Social Responsibility**” on 30.10.2018. He presented a Glimpse of damage caused to the environment by the Corporate. He discussed reasons for Corporate Social Responsibility, principles of Corporate Social Responsibility, advantages of Corporate Social Responsibility and the examples of Corporate Social Responsibility measures taken by corporate. The number of participants involved in lecture, case studies and group discussion accounts to 74.

DAY 6 – 31.10.2018

On the final day, 75 participants took part in the lecture and Valedictory function. **Dr. Desti Kannaiah** explained the attributes of Success such as Self-confidence, Hard work, Efforts, Divinity/Spiritual, Technology, and Sincerity in his lecture session on “**The Secret of Global Business Success**”. The lecture and discussions held on the six days disseminate theoretical and practical knowledge on global business research dimensions and it has created awareness on emerging dimensions on global business research. The themes were designed to educate the participants on modern methods of business teaching and also inculcated the research aspiration among the students and scholars. The future possible research collaboration between the resource person and the Department of Commerce and Financial Studies were discussed during his stay in the University. **Prof. P. Ilango**, Syndicate Member, Dean, Faculty of Arts, Bharathidasan University in his Valedictory Address, encouraged the students to set specific, measurable, achievable, realistic, and time bound life goals and these also applicable to business concerns. **Dr. M. Selvam**, Professor and Head, Dean, Faculty of Management offered Vote of Thanks.