



Date: 12/2/2021

A REPORT ON SPECULATION AND EVALUATION, CRAFTING THEORIES, QUALITATIVE RESEARCH APPROACHES

Introduction:

The Speculation and Evaluation, Crafting Theories, and Qualitative Research Approaches workshop was designed to provide participants with a deep understanding of qualitative research methodologies, with a specific focus on speculation, theory crafting, and evaluation techniques. This report outlines the objectives, methodologies, content coverage, participant feedback, and recommendations for future workshops.

Objectives:

- To familiarize participants with the principles of speculation and evaluation in qualitative research.
- To enable participants to develop and refine theoretical frameworks through qualitative inquiry.
- To explore various qualitative research approaches and methods for data collection and analysis.
- To provide hands-on experience through practical exercises and case studies.

Methodologies:

The workshop employed a student approach, combining lectures, group discussions, practical exercises, and case studies. The following methodologies were utilized:

- **Lectures:** Expert facilitators delivered lectures on speculation and evaluation in qualitative research, theory crafting, and qualitative research approaches.
- **Group Discussions:** students were engaged in group discussions to share insights, experiences, and challenges related to qualitative research.
- **Practical Exercises:** Hands-on exercises were conducted to demonstrate techniques for speculation, theory crafting, and evaluation.

Students Feedback:

Feedback from participants indicated a high level of satisfaction with the workshop. Some main highlights given by the students were as follows.

- Clear explanations and in-depth coverage of qualitative research concepts and methodologies.
- Practical relevance of exercises and case studies in enhancing understanding and skills.
- Opportunity for interactive engagement and peer learning through group discussions.
- Applicability of learning outcomes to their research projects or professional endeavors.





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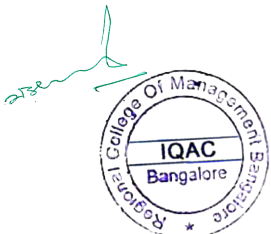
Conclusion:

The Speculation and Evaluation, Crafting Theories, and Qualitative Research Approaches workshop provided participants with valuable insights and practical skills for conducting qualitative research. By exploring speculation, theory crafting, and various qualitative research approaches, students gained a deeper understanding of the complexities involved in qualitative inquiry.

The positive feedback received on the effectiveness of the workshop in meeting its objectives highlights, the importance of continued professional development in qualitative research methodologies.

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Date: 09/07/2021

A REPORT ON HYPOTHESIS TESTING, PUBLISHING MANAGEMENT JOURNAL

Introduction:

The Hypothesis Testing, Publishing Management Journal workshop aimed to equip participants with essential skills and knowledge related to hypothesis testing in research and the process of publishing in management journals.

Objectives:

- To provide participants with a comprehensive understanding of hypothesis testing principles and techniques.
- To enable participants to formulate and test hypotheses effectively using appropriate statistical methods.
- To familiarize participants with the process of publishing research articles in management journals.
- To offer insights into strategies for improving the quality and impact of research publications.

Conclusion:

The Hypothesis Testing, Publishing Management Journal workshop provided participants with valuable skills and insights for conducting hypothesis testing in research and navigating the publishing process in management journals. By combining theoretical knowledge with practical exercises and discussions, participants gained a comprehensive understanding of these complex topics. The positive feedback received underscores the effectiveness of the workshop in meeting its objectives and highlights the importance of continued professional development in research methodology and scholarly publishing.

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Date: 17/06/2021

DOMAIN NAMES

In today's digital age, a domain name serves as a crucial piece of online real estate. It's the address that users type into their browsers to access a website, and for businesses, it's often the first point of contact with potential customers. But how does intellectual property (IP) law interact with domain names? While domain names themselves aren't inherently protected by IP law, there are ways to leverage trademarks and other forms of IP to safeguard your online identity. This essay will explore the intricate relationship between domain names and intellectual property, examining the limitations and potential for protection.

Domain Names: Not Quite Intellectual Property

Domain names, which consist of letters and numbers followed by a top-level domain (TLD) like ".com" or ".org," function as a unique identifier for a website. However, unlike trademarks, copyrights, or patents, domain names on their own don't qualify for traditional IP protection. This is because they lack the inherent distinctiveness or originality required for such rights. A generic domain name like "usedcars.com" wouldn't necessarily indicate a specific brand, making it difficult to establish exclusive ownership.

The Internet Corporation for Assigned Names and Numbers (ICANN), the global governing body for domain names, operates on a "first-come, first-served" basis. This means whoever registers the domain name first has the legal right to use it, regardless of any pre-existing trademarks. This system can create challenges for businesses with established brand names, as cybersquatters might register similar domain names with the intention of profiting from confusion or goodwill.

Trademarks and Domain Names: Finding Common Ground

While domain names themselves aren't protected by IP law, trademarks can offer some level of safeguard. A trademark is a word, phrase, symbol, or design that identifies and distinguishes the source of goods or services. If your domain name incorporates a registered trademark, you might be able to take legal action against someone using a confusingly similar domain name.

The key lies in demonstrating that the infringing domain name is likely to cause confusion among consumers. For instance, if you own the trademark "Acme Shoes" and someone registers "[invalid URL removed]," you could argue that users might mistakenly believe these are affiliated entities. However, the strength of your trademark and the intent behind the infringing domain name will be crucial factors in determining the outcome of any legal action.

Strategies for Domain Name Protection

Here are some proactive steps you can take to protect your online presence:

- **Choose a strong, distinctive domain name:** Opt for a name that clearly reflects your brand identity and isn't easily confused with existing trademarks.
- **Register trademarks for your brand name and variations:** This strengthens your legal position if someone attempts to use a similar domain name.
- **Consider registering variations of your domain name:** This can help prevent cybersquatters from registering confusingly similar alternatives.



- **Monitor domain name registrations:** Services exist that can track registrations of domain names containing your trademarks or brand terms.
- **Implement a Uniform Domain-Name Dispute-Resolution Policy (UDRP):** This ICANN-established policy offers a mechanism for resolving domain name disputes outside of court.



Balancing Rights and Innovation

The current domain name system prioritizes open access and innovation. This allows for the creation of new brands and websites without excessive restrictions. However, it also creates vulnerabilities for established businesses facing cybersquatting and trademark infringement.

The challenge lies in finding a balance between protecting legitimate brand owners and fostering an open and dynamic online environment. As technology evolves, legal frameworks and policies might need to adapt to address emerging issues like domain name hijacking and the use of new TLDs.

Conclusion

Domain names are essential for navigating the digital world, but they don't inherently enjoy the same level of protection as other forms of intellectual property. However, by understanding the relationship between domain names and trademarks, businesses can take steps to safeguard their online identity. By leveraging trademarks, registering appropriate domain names, and using available dispute resolution mechanisms, businesses can ensure their online presence accurately reflects their brand and avoids confusion with competitors. As the online landscape continues to develop, ongoing discussions and potential adjustments to legal frameworks will be necessary to maintain a balance between protecting intellectual property rights and fostering a thriving digital ecosystem.




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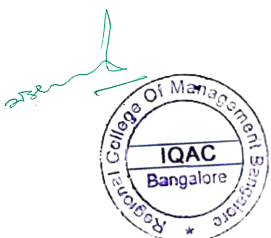
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DATE :15-10-2021

EMERGING ISSUES IN INTELLECTUAL PROPERTY: A COMPREHENSIVE ANALYSIS

Executive Summary: The landscape of intellectual property (IP) is constantly evolving, driven by advancements in technology, changes in global regulations, and shifting societal attitudes towards creativity and innovation. This report aims to provide an overview of the emerging issues in intellectual property, highlighting key trends and challenges faced by stakeholders across various industries.

1. AI and Machine Learning: The rapid advancements in artificial intelligence (AI) and machine learning have raised complex questions regarding IP ownership and protection. Issues such as inventorship, patentability, and the role of algorithms in creating inventive works are being actively debated. Additionally, the use of AI in generating creative content raises questions about copyright ownership and infringement.

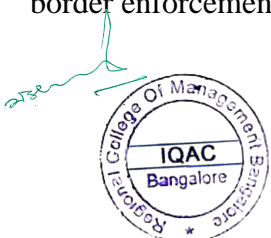
2. Digital Piracy and Counterfeiting: The proliferation of online platforms has facilitated widespread digital piracy and counterfeiting, posing significant challenges to IP rights holders. The emergence of peer-to-peer networks, torrent sites, and dark web marketplaces has made it increasingly difficult to combat copyright infringement and trademark counterfeiting. Addressing these issues requires a multifaceted approach, including enhanced enforcement mechanisms, collaboration between stakeholders, and greater public awareness.

3. Blockchain and IP Management: Blockchain technology has the potential to revolutionize the management of intellectual property rights through transparent and immutable ledger systems. Applications such as smart contracts and decentralized IP registries offer innovative solutions for IP protection, licensing, and enforcement. However, challenges remain in terms of scalability, interoperability, and regulatory compliance.

4. Data Privacy and IP Protection: The growing emphasis on data privacy and protection has implications for intellectual property rights, particularly in the digital domain. As organizations collect and process vast amounts of data, safeguarding proprietary information and trade secrets becomes paramount. Compliance with regulations such as the General Data Protection Regulation (GDPR) requires a careful balance between data privacy and IP protection.

5. Open Access and Open Innovation: The rise of open access models and collaborative innovation platforms has disrupted traditional approaches to intellectual property management. Concepts such as open-source software, creative commons licensing, and collaborative research consortia have gained momentum, challenging the notion of exclusive IP rights. Embracing open innovation practices while safeguarding proprietary interests requires a nuanced approach.

6. Globalization and Cross-Border IP Enforcement: The globalization of markets has intensified the need for robust cross-border IP enforcement mechanisms. Intellectual property infringement often occurs across multiple jurisdictions, making enforcement actions complex and resource-intensive. Harmonizing IP laws, improving international cooperation, and leveraging emerging technologies are essential for effective cross-border enforcement.





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Conclusion: In conclusion, the evolving landscape of intellectual property presents a myriad of challenges and opportunities for stakeholders worldwide. Addressing emerging issues such as AI and machine learning, digital piracy, blockchain technology, data privacy, open innovation, and cross-border enforcement requires a collaborative and forward-thinking approach. By staying abreast of these developments and adapting to changing realities, organizations can effectively navigate the complex terrain of intellectual property in the 21st century.

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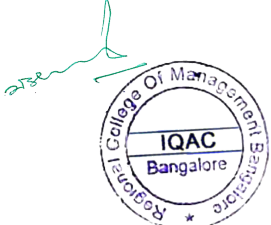
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Date : 15-01-2021

REPORT ON GLOBAL ENTREPRENEURSHIP AND INNOVATION

Introduction: Welcome to our seminar on Global Entrepreneurship and Innovation. In today's interconnected world, entrepreneurship and innovation play a vital role in driving economic growth, fostering social development, and addressing global challenges. This seminar aims to explore the intersection of entrepreneurship and innovation on a global scale and examine how they shape the future of business and society.

Understanding Global Entrepreneurship: Global entrepreneurship refers to the process of starting and operating businesses on an international scale. It involves identifying opportunities, leveraging resources, and navigating challenges in diverse cultural, economic, and regulatory environments. Global entrepreneurs are adept at recognizing market trends, adapting to cultural nuances, and building networks across borders.

Key Aspects of Global Entrepreneurship:

- Market Opportunity Recognition:** Global entrepreneurs possess a keen eye for identifying market gaps and emerging trends on a global scale.
- Cross-Cultural Competence:** They understand and appreciate cultural differences, allowing them to effectively navigate diverse markets and build relationships across borders.
- Resource Mobilization:** Global entrepreneurs leverage various resources, including financial capital, human talent, and technology, to expand their businesses internationally.
- Risk Management:** They are skilled at managing risks associated with operating in multiple countries, such as currency fluctuations, regulatory complexities, and geopolitical instability.
- Innovation and Adaptation:** Global entrepreneurs embrace innovation and adapt their products, services, and business models to suit the needs of diverse markets.

The Role of Innovation in Global Entrepreneurship: Innovation is the driving force behind entrepreneurship, fueling economic growth, fostering competitiveness, and addressing societal challenges. In the context of global entrepreneurship, innovation takes various forms, including product innovation, process innovation, business model innovation, and social innovation.

Key Aspects of Innovation in Global Entrepreneurship:

- Disruptive Technologies:** Innovations in technology, such as artificial intelligence, blockchain, and the Internet of Things, are reshaping industries and creating new opportunities for global entrepreneurs.
- Collaborative Ecosystems:** Global entrepreneurs thrive in collaborative ecosystems where they can exchange ideas, access funding, and collaborate with partners across borders.
- Sustainable Innovation:** There is a growing emphasis on sustainable innovation, with global entrepreneurs developing environmentally friendly products, services, and business practices to address pressing global challenges, such as climate change and resource depletion.
- Frugal Innovation:** Global entrepreneurs in emerging markets are pioneering frugal innovation, creating affordable and accessible solutions for underserved populations.
- Open Innovation:** Global entrepreneurs embrace open innovation principles, collaborating with customers, suppliers, and competitors to co-create value and drive continuous improvement.



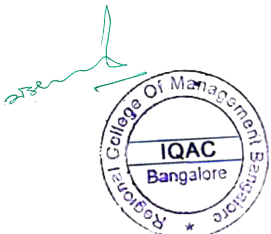
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Conclusion: In conclusion, global entrepreneurship and innovation are essential drivers of economic development, social progress, and global integration. By embracing a global mindset, leveraging innovation, and navigating the complexities of international markets, entrepreneurs can create value, drive sustainable growth, and make a positive impact on a global scale. As we continue to navigate an increasingly interconnected world, let us harness the power of entrepreneurship and innovation to build a brighter future for all. Thank you for joining us in today's seminar.

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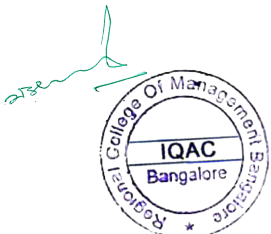
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18	2021	P19RL21M0088	BHATTU SURYA TEJA
19	2021	P19RL21M0113	BHAVANA RADHAKRISHNAN
20	2021	P19RL21M0087	BHUMIKA CHETTRI
21	2021	P19RL21M0013	BIPASHA BARUA
22	2021	P19RL21M0005	BIPASHA PAUL
23	2021	P19RL21M0090	BISHAL DATTA
24	2021	P19RL21M0094	BISHAL GHOSH
25	2021	P19RL21M0091	DARSAN CHAKRABORTY

Director

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DATE :16-06-2021

REPORT ON BUSINESS PLAN DEVELOPMENT

Introduction: Welcome to our seminar on Business Plan Development. A well-crafted business plan is the foundation of any successful venture, providing a roadmap for growth, securing funding, and guiding decision-making. In this seminar, we will explore the essential components of a business plan and discuss strategies for developing a comprehensive and effective plan for your business.

Understanding Business Plan Development: A business plan is a strategic document that outlines the objectives, strategies, and operations of a business. It serves as a roadmap for entrepreneurs, guiding them through the process of launching and growing their ventures. Business plan development involves conducting market research, defining business goals, identifying target customers, analyzing competition, and outlining financial projections.

Key Components of a Business Plan:

1. **Executive Summary:** A concise overview of the business, including its mission, vision, and key objectives.
2. **Business Description:** Detailed information about the nature of the business, its products or services, target market, and unique value proposition.
3. **Market Analysis:** An assessment of the industry landscape, market trends, customer demographics, and competitive analysis.
4. **Marketing and Sales Strategy:** Strategies for reaching target customers, pricing, promotion, distribution channels, and sales forecasts.
5. **Operations Plan:** Details about the day-to-day operations of the business, including staffing, production processes, and facilities.
6. **Management and Organization:** Information about the management team, organizational structure, and key personnel.
7. **Financial Projections:** Projections of revenue, expenses, cash flow, and profitability over a specified period, typically three to five years.
8. **Funding Request:** If seeking financing, a summary of the funding requirements and how the funds will be utilized.
9. **Appendices:** Additional information, such as resumes of key team members, market research data, and legal documents.

Strategies for Developing a Comprehensive Business Plan:

1. **Conduct Thorough Market Research:** Gather information about the industry, target market, customer needs, and competitive landscape to inform your business strategy.
2. **Set Clear and Realistic Goals:** Define measurable and achievable business objectives that align with your vision and mission.
3. **Focus on Value Proposition:** Clearly articulate the unique value proposition of your products or services and how they address customer needs.
4. **Create a Detailed Marketing Plan:** Develop a comprehensive marketing strategy that outlines how you will attract, retain, and engage customers.



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5. **Build a Strong Financial Model:** Develop realistic financial projections based on thorough research and analysis of revenue sources, expenses, and cash flow.
6. **Seek Feedback and Iterate:** Share your business plan with mentors, advisors, and potential investors to gather feedback and refine your strategy.
7. **Stay Flexible and Adapt:** Be prepared to adjust your business plan in response to changing market conditions, customer feedback, and other external factors.

Conclusion: In conclusion, a well-developed business plan is essential for success in any venture. By carefully crafting a comprehensive plan that outlines your business goals, strategies, and financial projections, you can effectively communicate your vision to stakeholders, secure funding, and guide the growth of your business. As you embark on the journey of business plan development, remember to conduct thorough research, set clear goals, and seek feedback from experienced mentors and advisors. Thank you for attending our seminar on Business Plan Development.

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Resource Person : PROF Kirron Bindu, Finance Head



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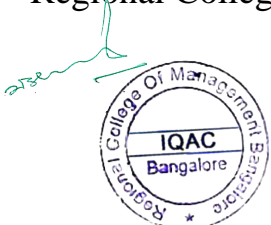
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MBA & BBA STUDENTS LIST OF 2021 BATCH

SL.NO	YEAR OF ENROLLMENT	REG NO	STUDENT NAME
1	2021	P19RL21M0072	ABDUL HAMID SHAIKH
2	2021	P19RL21M0097	ABHISHEK SINGH
3	2021	P19RL21M0080	ADITI GOSWAMI
4	2021	P19RL21M0123	ADITYA SHYAM ONKAR
5	2021	P19RL21M0084	AHELI ROY
6	2021	P19RL21M0128	AKASH PATRA
7	2021	P19RL21M0092	AKSHAY K S
8	2021	P19RL21M0057	AMRUTHA G
9	2021	P19RL21M0012	ANIKET DUTTA
10	2021	P19RL21M0030	ANJISHNU SAMANTA
11	2021	P19RL21M0010	ANNANGI AISHWARYA
12	2021	P19RL21M0058	ANOKHA DUTTA
13	2021	P19RL21M0071	ANUSHKA TRIPATHI
14	2021	P19RL21M0004	ASHISH SAMUEL JOJO
15	2021	P19RL21M0119	ASIM KHAN
16	2021	P19RL21M0125	ASIM PASHA M
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