



Date: 09/07/2018

## SEMINAR REPORT ON PATENTS

A full day Seminar at RCM Bangalore is held on 9<sup>th</sup> July, 2018. The resource person is Dr. Ravi Thilagan. The point of discussion is on Patents and its importance under **Intellectual property Rights**

Patents are cornerstones of technological advancement. They serve several critical functions:

- **Protection:** Patents provide a legal shield, preventing competitors from replicating an invention without permission. This encourages the inventors to disclose their inventions publicly, fostering knowledge sharing and broader technological progress.
- **Commercialization:** Patents facilitate the commercialization of inventions. By granting exclusive rights, inventors can attract investments, negotiate licensing deals, and establish a competitive edge in the market. This allows them to recoup their R&D costs and potentially reap significant financial rewards.
- **Technology Transfer:** Patents encourage knowledge dissemination through licensing agreements. Companies with strong patent portfolios can license their technologies to others, accelerating the adoption and integration of new innovations.

However, patents are not without limitations. The patent application process can be lengthy and expensive, potentially acting as a barrier for small inventors and startups. Additionally, patent infringement can be difficult and costly to enforce, particularly in a globalized environment.

### Patents in a Globalized World

The rise of globalization has necessitated international cooperation in protecting intellectual property. International treaties, such as the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), have established minimum standards for patent protection across member countries.

However, navigating patent protection in a globalized world presents several challenges:

- **Harmonization:** Differences in national patent laws can create complexities for inventors seeking protection across borders. Efforts towards harmonization of patent laws are ongoing, but achieving complete uniformity remains a challenge.
- **Enforcement:** Enforcing patent rights can be particularly difficult in countries with weak intellectual property protection regimes. Counterfeiting and piracy remain significant concerns, hindering the potential benefits of patents in these regions.
- **Balancing Interests:** Balancing the interests of patent holders with those of society is crucial. While patents incentivize innovation, excessively strong patent protection can impede access to essential technologies, particularly in fields like pharmaceuticals and healthcare.

Intellectual property rights, particularly patents, play a vital role in fostering innovation in a globalized world. By providing inventors with exclusive rights and facilitating commercialization, patents incentivize R&D and spur technological advancement. Ultimately, intellectual property rights and patents serve as powerful tools





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in promoting a vibrant and dynamic innovation ecosystem, driving progress and shaping the future of technology .MBA & BBA batch students attended the program.

## **RESOURCE PERSON : Dr Ravi Thilagan**



**Dr. Ravi Thilagan is taking the session on “Patent and its importance” at RCM Bangalore on 9<sup>th</sup> July-2018**



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## SEMINAR REPORT ON COPYRIGHTS

A Seminar at RCM Bangalore was held on 27<sup>th</sup> August. The topic was “Copyright and its importance is under main subject of **Intellectual property Rights** “. Dr. Ernst Kimakowitz, Professor, Lucerne University, Switzerland was the resource person.

Copyright plays a pivotal role in the information age, where the creation and dissemination of content are more prevalent than ever. It grants creators a bundle of exclusive rights, including:

- **Reproduction:** The right to control the production of copies of the work.
- **Distribution:** The right to control the distribution of the work to the public.
- **Derivative Works:** The right to control the creation of adaptations, translations, or other works derived from the original.
- **Public Display:** The right to control the public display of the work.
- **Public Performance:** The right to control the public performance of the work.

These rights empower creators to control how their works are used and benefit financially from their exploitation. This incentivizes the creation of original content, fostering a vibrant cultural scene and enriching society.

### Copyright in the Digital Age

The digital revolution has significantly impacted the way copyrighted works are created, distributed, and consumed. The internet has facilitated the instantaneous and widespread dissemination of content, while also presenting challenges for copyright enforcement.

- **Copyright Infringement:** Unauthorised copying or distribution of copyrighted material constitutes infringement. The ease of digital copying has made it easier for unauthorised copies to proliferate online, leading to financial losses for creators and undermining the incentive to create.
- **Fair Use:** Copyright law allows for the limited use of copyrighted material without permission for purposes such as criticism, commentary, news reporting, teaching, scholarship, or research. Striking a balance between protecting creators' rights and fostering fair use is crucial in the digital age.
- **Digital Rights Management (DRM):** Technological measures applied to copyrighted works to control access and use. While DRM can help protect content, it can also restrict legitimate access and use by consumers.

### The Need for International Harmonization

Copyright laws vary across countries. This can create complexities for creators and users of copyrighted works in a globalized world. Efforts to harmonize international copyright laws are underway, aiming to create a more coherent and effective system for protecting creators' rights in the digital age.

### The Future of Copyright

Copyright law needs to adapt to the ever-evolving digital landscape. Striking a balance between protecting creators' rights and ensuring the free flow of information is crucial. Potential solutions include:

- **Stronger enforcement mechanisms:** More effective measures to combat online piracy and unauthorised distribution.

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- **Open access models:** Alternative licensing models that allow for wider access to and use of copyrighted works while still compensating creators.
- **Educational campaigns:** Encouraging public awareness of copyright laws and promoting responsible use of copyrighted materials.

Intellectual property rights, particularly copyright, play a critical role in fostering creativity in the information age. By providing a framework for protecting creators' rights, copyright incentivizes the creation of original works that enrich our lives. Finding solutions to the challenges posed by the digital environment and ensuring copyright law remains relevant will be crucial for promoting creativity and cultural diversity in the 21st century.



**Students of MBA batch attended the session on 27<sup>th</sup> August, 2018 conducted by Dr. Ernst Kimakowitz, Professor, Lucerne University, Switzerland**

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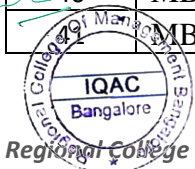


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## SEMINAR REPORT ON TRADEMARKS

A Seminar on "Trademark " held at Regional College of Management Bangalore on 8<sup>th</sup> Oct-18. This topic comes under main subject - **Intellectual Property Rights**"

The resource person was Prof Anil Kumar, Associate Professor.

Trademarks occupy a vital position within the IP landscape. They can take various forms, including:

- **Words:** Brand names like Nike or Coca-Cola.
- **Logos:** The iconic Apple logo or the swoosh of Nike.
- **Slogans:** The "Just Do It" slogan associated with Nike.
- **Symbols:** The peace symbol or the medical cross.
- **Sounds:** The MGM lion's roar or the distinctive chime of an Intel processor.

### Benefits of Trademarks

- **Brand Recognition:** A strong trademark helps consumers readily identify the source of a particular product or service.
- **Consumer Confidence:** Consumers associate trademarks with specific quality standards, fostering trust and brand loyalty.
- **Competitive Advantage:** Trademarks distinguish a business from its competitors, allowing them to build a strong brand identity.
- **Marketing Tool:** Trademarks serve as valuable marketing tools, allowing businesses to build brand recognition and positive associations.
- **Investment Protection:** A well-known trademark represents a considerable investment, which the trademark protects from unauthorized use.

### Trademark Registration

The legal protection of trademarks necessitates registration with the relevant national or regional trademark office. The registration process ensures the exclusive right to use the trademark for the specified goods or services within the registered territory.

### Enforcement of Trademark Rights

Trademark infringement occurs when a third party uses a confusingly similar mark, potentially misleading consumers and diluting the brand value of the registered trademark. When infringement is identified, the trademark owner can take legal action to seek an injunction and damages.

### Trademarks in the Digital Age



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The digital age presents unique challenges to trademark protection. The proliferation of online marketplaces and the ease of copying digital content necessitate vigilant monitoring and enforcement strategies to guard against online trademark infringement.

Intellectual property rights, with trademarks at their forefront, play a vital role in fostering innovation and a thriving marketplace. They provide creators with incentives and protection, allowing them to reap the fruits of their work. By recognizing the value of trademarks and ensuring their effective protection, we can promote a robust ecosystem that fosters creativity, brand development, and ultimately, economic growth.

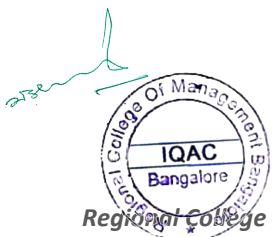
Resource Person—Prof Anil Kumar, Associate Professor.



**Prof. Anil Kumar is conducting the Session on Intellectual Property Rights**

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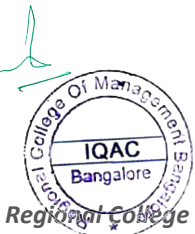
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**Date:10-12-2018**

## **REPORT ON INTRODUCTION TO ENTREPRENEURSHIP**

A session on “Entrepreneurship which comes under “**Entrepreneurship Development**”“ by Dr. Satya Ranjan Mandal was held on 10<sup>th</sup> December at RCMB campus. The Entrepreneurship Seminar aimed to inspire, educate, and empower aspiring entrepreneurs to embark on their entrepreneurial journey successfully. It sought to provide practical insights, strategies, and resources necessary for entrepreneurial success in today's competitive business landscape.

### **Highlights of the discussion**

- 1. Keynote Address:** The seminar commenced with an engaging keynote address by **Dr S.R.Mandal**, President, RCM Bangalore an esteemed entrepreneur and industry leader. The speaker shared personal anecdotes, highlighting the challenges and triumphs encountered on their entrepreneurial journey. The address focused on the importance of resilience, innovation, and strategic thinking in entrepreneurship.
- 2. Panel Discussions:** The event featured interactive panel discussions with successful entrepreneurs, industry experts, and investors. Topics ranged from idealization and business planning to funding strategies and market penetration. Panelists shared valuable insights, practical tips, and real-world experiences, offering attendees diverse perspectives on various aspects of entrepreneurship.
- 3. Workshops and Skill-building Sessions:** Attendees participated in hands-on workshops and skill-building sessions designed to enhance their entrepreneurial competencies. Topics included business model canvas development, pitch deck creation, marketing strategies, financial management, and networking skills. Facilitators provided practical tools, frameworks, and exercises to help participants refine their business ideas and strategies.
- 4. Networking Opportunities:** The seminar provided ample networking opportunities for attendees to connect with fellow entrepreneurs, mentors, investors, and industry professionals. Networking sessions facilitated meaningful interactions, collaborations, and partnerships, enabling participants to expand their professional networks and gain valuable contacts for future endeavors.
- 5. Pitch Competition:** A highlight of the seminar was the pitch competition, where aspiring entrepreneurs had the opportunity to showcase their business ideas to a panel of judges comprising investors and industry experts. Participants delivered compelling pitches, demonstrating creativity, feasibility, and market potential. Winners received prizes, mentorship opportunities, and access to funding resources to further develop their ventures.
- 6. Resource Expo:** The event featured a resource expo showcasing various support services, incubators, accelerators, and funding organizations available to entrepreneurs. Attendees had the chance to interact with representatives, gather information, and explore potential collaboration opportunities to support their entrepreneurial journey.



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The Entrepreneurship Seminar provided a platform for aspiring entrepreneurs in the RCM Bangalore students to gain valuable insights, skills, and connections essential for entrepreneurial success. Through keynote addresses, panel discussions, workshops, networking sessions, and the pitch competition, participants were equipped with the knowledge, resources, and inspiration to pursue their entrepreneurial dreams with confidence and resilience. The event served as a catalyst for fostering innovation, creativity, and economic growth within the entrepreneurial ecosystem.

**Resource person: Dr. Satya Ranjan Mandal.**



**Dr. Satya Ranjan Mandal is conducting a session on Entrepreneurship Development  
on 10<sup>th</sup> Dec, 2018**



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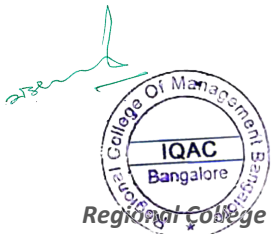
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**Date: 14-01-2019**

## REPORT ON IDEA GENERATION AND VALIDATION

The Idea Generation and Validation Seminar was part of main subject of “**Entrepreneurship**” held at RCM Bangalore on 14th January -2019 . The resource person was Prof (Dr.) SHIV K TRIPATHY . The session is aimed to equip participants with the knowledge, tools, and techniques necessary for generating innovative business ideas and validating their feasibility in the market. The seminar sought to inspire creativity, foster critical thinking, and provide practical insights into the ideation process for aspiring entrepreneurs and innovators.

### Highlights:

- Expert Presentations:** The seminar commenced with expert presentations by seasoned entrepreneurs, industry experts, and innovation specialists. Speakers shared their experiences, insights, and best practices for generating and validating business ideas. They discussed various ideation techniques, creativity frameworks, and market validation strategies to inspire and guide participants in their entrepreneurial journey.
- Idea Generation Workshops:** Participants engaged in hands-on workshops and interactive sessions designed to stimulate creativity and generate new business ideas. Facilitators introduced brainstorming exercises, design thinking methodologies, and problem-solving frameworks to encourage participants to think outside the box and explore innovative solutions to real-world challenges.
- Market Research and Validation:** A significant focus of the seminar was on market research and validation techniques to assess the viability and potential of business ideas. Participants learned how to conduct market analysis, identify target markets, analyze competitors, and gather feedback from potential customers to validate their ideas and refine their value propositions.
- Case Studies and Success Stories:** The seminar featured case studies and success stories of entrepreneurs who successfully translated their ideas into thriving businesses. These real-world examples provided inspiration and practical insights into the ideation and validation process, illustrating key principles and strategies for entrepreneurial success.
- Pitch Sessions:** Participants had the opportunity to pitch their business ideas to a panel of experts and receive constructive feedback and validation. Pitch sessions allowed participants to articulate their ideas, demonstrate their value proposition, and refine their pitches based on expert insights and audience feedback.
- Networking Opportunities:** The seminar provided networking opportunities for participants to connect with fellow entrepreneurs, mentors, investors, and industry professionals. Networking sessions facilitated meaningful interactions, collaborations, and partnerships, enabling participants to expand their professional networks and gain valuable contacts for future endeavors.



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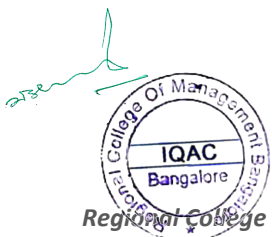
The Idea Generation and Validation Seminar provided a stimulating and insightful platform for aspiring entrepreneurs and innovators to explore, develop, and validate business ideas. The seminar served as a catalyst for fostering creativity, innovation, and entrepreneurship within the entrepreneurial ecosystem, empowering participants to turn their ideas into viable and impactful ventures.

**RESOURCE PERSON : Dr Shiv k Tripathy**



**Dr. Shiv Tripathy is conducting Session on Entrepreneurship in RCMB on 14<sup>th</sup> Jan, 2019.**

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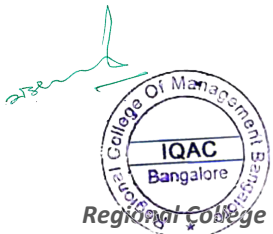
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**DATE :18-03-2019**

## **REPORT ON TEAM BUILDING AND LEADERSHIP- STRATEGIES FOR SUCCESS**

Team building and leadership are integral components of organizational success was part of “Entrepreneurship”. A Seminar on the above topic was done on 18th march at the Regional college of Management campus with the students of MBA and BBA 2018 batch. Dr. Wolfgang Amann, Professor Emiratus, HEC Paris takes the session. This seminar report explores various strategies and approaches to effectively cultivate teamwork and leadership within a group or organization. Drawing on contemporary research and practical insights, this report provides valuable guidance for fostering collaboration, communication, trust, and empowerment among team members, as well as developing strong leadership qualities to navigate challenges and drive results. Through a combination of theoretical frameworks, real-world examples, and actionable recommendations, this report aims to equip individuals and organizations with the knowledge and tools necessary to build high-performing teams and cultivate effective leadership capabilities.

### 1. Introduction

- Importance of team building and leadership in organizations
- Objectives of the seminar report

### 2. Understanding Team Dynamics

- Characteristics of effective teams
- Stages of team development (Forming, Storming, Norming, Performing, Adjourning)
- Role of communication, trust, and collaboration in team success

### 3. Strategies for Team Building

- Ice-breaking activities and team-building exercises
- Establishing team goals and shared vision
- Promoting diversity and inclusion within teams
- Encouraging open communication and feedback
- Building trust and fostering a supportive team culture

### 4. Leadership Development

- Traits of effective leaders
- Different leadership styles (transformation, transnational, servant, etc.)
- Developing emotional intelligence and self-awareness
- Empowering team members and delegating responsibilities
- Leading by example and maintaining integrity

### 5. Case Studies and Best Practices

- Successful examples of team building and leadership in various industries
- Lessons learned from exemplary leaders and teams
- Practical tips for overcoming common challenges in team dynamics and leadership

### 6. Implementation Strategies

- Creating a road map for team building and leadership development
- Engaging stakeholders and garnering support for initiatives
- Continuous evaluation and adaptation of strategies
- Leveraging technology and resources for remote or dispersed teams

Conclusion

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- Recap of key takeaways
- Importance of ongoing commitment to team building and leadership development
- Future directions and emerging trends in team dynamics and leadership

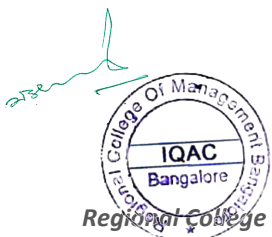
**RESOURCE PERSON : Dr Wolfgang Amann, HEC , Paris**



**Dr. Wolfgang Amann, is taking the class at RCM Bangalore campus on 18-03-2019**

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Date: 15/04/2019

## REPORT ON FUNDAMENTALS OF RESEARCH METHODOLOGY

A Workshop was conducted on the Research methodology which is part of main subject of “ **Research Methodology**” which provided the students an overall review of the purpose and scope of the research along with an outline of the methodology used. Dr Shiv K Tripathy took the session.

The research was mainly conducted for the individuals who had passion towards business research. It covers a wide range of data analysis and methods and techniques. The purpose of this particular workshop is to give the participants a solid foundation in the complex field of research methods. Specifically, in the context of business management research.

It discussed the importance of research methodology in various fields and its role in advancing knowledge.

### OBJECTIVE

The main objective was to clearly state the goals and objectives of the research

### KEY HIGHLIGHTS

#### 1. Understanding Research Design:

The workshop likely covered the fundamentals of research design, emphasizing the importance of selecting the appropriate methodology to answer specific research questions. Participants may have learned about experimental, correlational, and qualitative designs, and the factors that influence their selection.

#### 2. Data Collection Methods:

Different data collection methods were probably discussed, such as surveys, interviews, observations, and experiments. The workshop likely emphasized the importance of choosing the most suitable method based on the research objectives, population, and resources available.

#### 3. Sampling Techniques:

Sampling techniques play a crucial role in ensuring the generalization of research findings. The workshop likely covered various sampling methods, such as random sampling, stratified sampling, and convenience sampling, and their respective advantages and limitations.

#### 4. Data Analysis:

Participants were probably introduced to different data analysis techniques, including descriptive and inferential statistics, qualitative data analysis methods like thematic analysis or content analysis, and software tools for data analysis such as SPSS.

#### 5. Ethical Considerations:



  
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Ethical principles in research, including informed consent, confidentiality, and avoiding harm to participants, were likely discussed. The workshop may have included case studies or scenarios to illustrate ethical dilemmas and how to address them.

## 6. Regional College of **Literature Review**:

Understanding the importance of conducting a thorough literature review before starting a research project was probably emphasized. Participants may have learned how to search for relevant literature, critically evaluate existing research, and identify gaps in the literature that their own research could address.

## 7. **Writing Research Proposals**:

Practical guidance on how to write a research proposal may have been provided, including the structure, components, and key elements such as research questions, objectives, methodology, and expected outcomes

The workshop on research methodology typically emphasizes the importance of the knowledge and skills gained during the sessions.

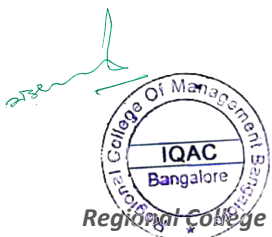
By actively engaging in discussions, practical exercises, and case studies, participants have gained insights into the complexities of the research process and have acquired valuable skills.

**RESOURCE PERSON : Dr. Shiv K Tripathy, Prof. of Strategy, Research & Development**



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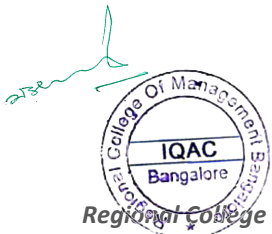
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**Dr. Shiv Tripathy is conducting a session on Fundamentals of Research Methodology with the Students of RCMB on 15<sup>th</sup> Apr, 2019**



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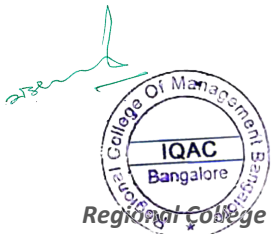
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55	MB181145	KANAGALA TIRUMALA VENKATESH	P
56	MB181146	KASM MANISAI	AB
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Date: 06/05/2019

## A REPORT ON FACTOR ANALYSIS, NON-PARAMETRIC ANALYSIS, CLUSTER ANALYSIS AND CONJOINT ANALYSIS

This Workshop is part of **Research methodology** held on 6<sup>th</sup> may-2019 at RCM Bangalore campus under the guidance of Prof (DR.) Ravi Thilagan. He emphasizes the importance that plays a crucial role in scientific investigations across various disciplines. This report delves into four essential research methodologies: Factor Analysis, Non-parametric Methods, Cluster Analysis, and Conjoint Analysis. Each methodology offers distinct approaches for analyzing data, understanding relationships, and deriving insights.

### 1. Factor Analysis:

Factor Analysis is a statistical technique used to identify underlying factors or latent variables from a set of observed variables. It aims to reduce the complexity of data by identifying patterns and relationships among variables. Researchers often employ factor analysis in fields such as psychology, sociology, and marketing to uncover latent constructs that cannot be directly measured. The process involves extracting factors through techniques like principal component analysis or common factor analysis, followed by interpreting and naming these factors based on the variables they represent.

### 2. Non-parametric Methods:

Non-parametric methods are statistical techniques that do not make assumptions about the underlying probability distribution of the data. Unlike parametric methods, which require specific distributional assumptions, non-parametric methods offer flexibility and robustness, making them suitable for analyzing data that may not conform to normality. Common non-parametric tests include the Wilcoxon signed-rank test, Mann-Whitney U test. These methods are widely used in fields such as medicine, economics, and environmental science, especially when dealing with small sample sizes or ordinal data.

### 3. Cluster Analysis :

Cluster Analysis is a data exploration technique used to group similar objects or observations into clusters or segments based on their characteristics. It is an unsupervised learning method that aims to identify natural groupings within the data without prior knowledge of group membership. Cluster analysis algorithms, such as K-means clustering, hierarchical clustering, and density-based clustering, partition the data into clusters based on distance or similarity measures. Researchers apply cluster analysis in diverse fields such as market segmentation, image analysis, and genetics to identify meaningful patterns and structures within datasets.

### 4. Conjoint Analysis:

  
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Conjoint Analysis is a quantitative research method used to measure preferences and evaluate trade-offs among different attributes of a product or service. It is widely employed in marketing research and product design to understand consumer preferences and predict market choices. Conjoint analysis presents respondents with hypothetical product profiles composed of varying levels of attributes and asks them to indicate their preferences. By analyzing respondents' choices, researchers can derive utility functions and estimate the relative importance of different attributes. Conjoint analysis techniques include choice-based conjoint, adaptive conjoint analysis, and full-profile conjoint.

Dr Thilagan explain the importance of Factor Analysis, Non-parametric Methods, Cluster Analysis, and Conjoint Analysis are integral components of research methodology, offering diverse approaches for data analysis and interpretation. Each methodology has its strengths and limitations, making them suitable for different research contexts and objectives. By understanding these methodologies and their applications, researchers can make informed decisions when designing studies and analyzing data, ultimately advancing knowledge and driving evidence-based decision-making.

The Resource person : Dr Ravi Thilagan



**Dr. Ravi Thilagan is conducting a Session on Research Methodology**

**in RCMB on 6<sup>th</sup> May, 2019**



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6	MB181106	ABED ALI KHAN	p
7	MB181107	ABHILASH N G	AB
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9	MB181109	ABHISHEK RAJ	p
10	MB181110	ABU HYSUM DAMUDI	p
11	MB181111	ADARSH K J	p
12	MB181112	ADITYA KUMAR S	AB
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14	MB181114	AKANSHA SINHA	p
15	MB181115	AKRITI SOOD	p
16	MB181116	AKSHAY P	AB
17	MB181117	ALAPATI SUSRI VENKATALAKSHMI NAGAJYOTHI	p
18	MB181118	ALEX DAVIS	p
19	MB181119	ANIRUDDHA ANAND NIBANDHE	p
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22	MB181122	ARUN J	p
23	MB181123	ASWATHI S	p
24	MB181124	ATREYAPURAPU LAKSHMI SARANATH	p
25	MB181125	B UDAY KUMAR REDDY	p
26	MB181126	BAYINENI NAVEEN	AB
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35	MB181135	DRONAMRAJU ADITYA	p
36	MB181136	GOPAL MISHRA	p
37	MB181137	HEMANTH SINGH KICHI	p
	MB181138	HIDAYATHULLA	p

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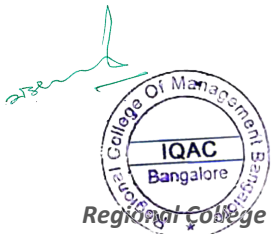
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DATE :20/05/2019

## REPORT ON RESEARCH REPORTING AND WRITING

There was a session on Research reporting and writing method which comes under Research Methodology was facilitated by Dr Shiv Kr Tripathy held at RCM Bangalore campus. All the management students of MBA attended the program

### 1. Introduction

Research reporting and writing are fundamental components of the scientific process, facilitating the dissemination of new knowledge and insights to the academic community and beyond. This seminar report delves into the key principles, strategies, and challenges associated with effective research reporting and writing.

### 2. Importance of Research Reporting

Research reporting serves as a bridge between the research process and its broader audience, including fellow researchers, policymakers, and the general public. Clear, accurate, and transparent reporting is essential for ensuring the re-productivity and credibility of scientific findings.

### 3. The Research Writing Process

a. **Planning:** Effective research writing begins with careful planning, including defining research objectives, formulating research questions, and outlining the structure of the research paper or report.

b. **Conducting Research:** Thorough research involves gathering and analyzing relevant data, critically evaluating existing literature, and identifying gaps or areas for further investigation.

c. **Drafting:** The drafting stage entails organizing research findings into a coherent narrative, following the established structure, and clearly articulating key concepts and arguments.

d. **Revising and Editing:** Revision and editing are iterative processes aimed at refining the clarity, coherence, and accuracy of the research paper. This stage involves reviewing content, addressing feedback, and ensuring adherence to formatting and style guidelines.

### 4. Key Elements of Effective Research Writing

a. **Clarity and Precision:** Clear and concise writing enhances readability and comprehension, ensuring that the intended message is conveyed effectively to the audience.

b. **Organization and Structure:** A well-structured paper follows a logical flow of ideas, with each section contributing to the overall coherence and argumentation of the research.

c. **Citation and Referencing:** Proper citation and referencing of sources are essential for acknowledging the contributions of other scholars, providing evidence to support claims, and avoiding plagiarism.



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## 5. Common Challenges in Research Reporting and Writing

- Language Barriers:** Non-native English speakers may encounter challenges in articulating research findings effectively in English, requiring additional support and resources for language proficiency.
- Complexity of Research Findings:** Communicating complex scientific concepts and methodologies in a clear and accessible manner can be challenging, necessitating careful explanation and contextualization.
- Time Constraints:** Researchers often face time constraints in preparing research papers for publication, which can impact the thoroughness and quality of reporting and writing.

## 6. Strategies for Improving Research Reporting and Writing

- Investing in Writing Skills:** Researchers can enhance their writing skills through training, workshops, and peer review opportunities, improving their ability to communicate research findings effectively.
- Seeking Feedback:** Soliciting feedback from colleagues, mentors, and peers can provide valuable insights and perspectives for improving the clarity, coherence, and quality of research writing.
- Utilizing Writing Resources:** Accessing writing resources, such as style guides, writing manuals, and online tools, can assist researchers in navigating the intricacies of academic writing and formatting.

**Dr Tripathy discussed** Effective research reporting and writing are essential for advancing scientific knowledge and fostering interdisciplinary collaboration. By adhering to principles of clarity, organization, and integrity, researchers can contribute to the robustness and impact of their research endeavors.

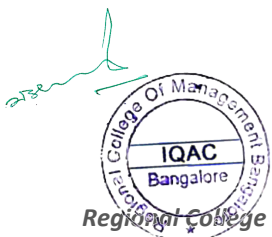
**RESOURCE PERSON : Dr Shiv Tripathy**

**Prof. of Strategy, Research & Development**



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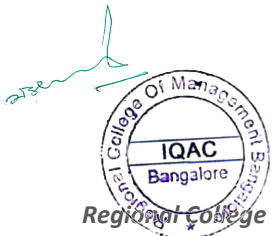


**Dr. Shiv Tripathy, inaugurating the session with the Students on 20<sup>th</sup> May, 2019**



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34	MB181157	MIRNALINI BENIWAL	P
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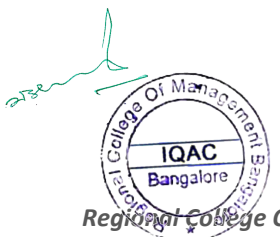
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