

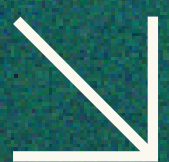
**TWO DAY NATIONAL SEMINAR**

**HYBRID MODE**



# **INNOVATIONS IN RESEARCH METHODOLOGY**

## **: PERSPECTIVES FOR COMMERCE AND SOCIAL SCIENCES**



**19 – 20  
FEBRUARY 2026**

**TIME**

**9.30 AM**

**VENUE**

**COLLEGE SEMINAR HALL**

**POSTGRADUATE & RESEARCH DEPARTMENT  
OF COMMERCE**

**MAHATMA GANDHI COLLEGE**

**IN ASSOCIATION WITH**



**INDIAN ACCOUNTING ASSOCIATION  
(KERALA BRANCH) AND IQAC MG COLLEGE**



About

## **Mahatma Gandhi College**

Mahatma Gandhi College is a premier educational institution where quality education is given new dimensions. It stands as one of the largest and oldest institutions of higher education in the capital city of Kerala, run by the largest educational agency of the state, the Nair Service Society. The College functions with the objective of providing value-added quality education to all, with special emphasis on the economically disadvantaged sections of society, upholding the motto 'Sa Vidya Ya Vimukthaye' (Education for Liberation).

## **Department of Commerce**

The Department of Commerce has played a pivotal role in shaping the academic legacy of the institution. Established in 1957, the Department has consistently maintained a distinguished academic profile. Recognised as a Research Centre since 2001, it currently has 14 approved research guides and 32 research scholars pursuing advanced research under their guidance.

## **Sub-Themes of the Seminar**

- Artificial Intelligence in Commerce and Business Research
- AI-Based Models in Accounting, Auditing, and Corporate Governance Research
- Machine Learning Applications in Marketing, Finance, and Consumer Research
- Big Data Management in Business Analytics and Decision-Making
- Interdisciplinary Research in Commerce and Social Sciences
- Digital Research Methods in Marketing and Consumer Behaviour Studies
- Data-Driven Financial Research and Analytics
- Technology-Enabled Research in Entrepreneurship and Innovation studies
- Research Methodologies for Sustainable Business and ESG Studies
- FinTech, Digital Payments, and Financial Systems
- Green and sustainable finance
- Research ethics in the age of AI and Big Data



# SPEAKERS



**INAUGURATION  
& INAUGURAL ADDRESS**

## **Prof. (Dr.) Saji Gopinath**

Vice Chancellor, Kerala University of  
Digital Sciences, Innovation and  
Technology (Digital University Kerala)



**KEY NOTE  
SPEAKER**

## **Dr. Gabriel Simon Thattil**

President, Indian Accounting Association  
Academic Director, Loyola College of Social  
Sciences, Trivandrum  
Former Dean (Commerce), University of Kerala



**TECHNICAL  
SESSION I**

## **Dr. Biju A V**

Associate Professor of Commerce  
School of Business Management &  
Legal Studies, the University of Kerala



**TECHNICAL  
SESSION II**

## **Prof. (Dr.) Biju T**

Professor and Head of Commerce  
School of Business Management &  
Legal Studies, the University of Kerala  
Secretary, IAA (Kerala Branch)



**INAUGURATION  
VALEDICTORY  
FUNCTION**

## **CMA (Dr.) T. Rajesh**

Dean, Faculty of Commerce, University  
of Kerala

## **TECHNICAL SESSION TOPICS**

Session I: Research Methods in Corporate  
Sustainable Finance

Session II: From Ontology to Method: Philosophical  
Foundations of Research Methodology

## **CALL FOR PAPERS**

Authors are invited to submit original and  
unpublished manuscripts. Selected papers  
will be published in a peer-reviewed journal,  
subject to additional publication charges.

Relevant papers beyond the listed  
subthemes are also invited.

The abstract and the full paper should be  
submitted to the following email ID:  
[mgcarc2026@gmail.com](mailto:mgcarc2026@gmail.com)

## **PAPER SUBMISSION GUIDELINES**

Abstract: Should not exceed 200 words

Keywords: Maximum of five (5) keywords

Font: Times New Roman

Font Size: 12 pt

Line Spacing: 1.5

Referencing Style: APA format

Manuscript Length: Maximum 2,500  
words or 10 pages

Co- Authors are required to register and  
make the payment separately for  
attending the conference and to get a  
presentation /participation certificate.

## **IMPORTANT DATE!**

Registration Last date:

**16 February 2026**

Full paper submission last date

**17 February 2026**



## REGISTRATION FEES

500/-	Students
700/-	Scholars
900/-	Professionals/Academicians

**“LUNCH AND REFRESHMENTS WILL BE PROVIDED TO ALL REGISTERED PARTICIPANTS.”**

**“E-CERTIFICATES WILL BE ISSUED TO ONLINE PARTICIPANTS AND PRESENTERS WITHIN ONE WEEK”**

## GOOGLE FORM FOR REGISTRATION

LINK:

[HTTPS://FORMS.GLE/WT4NPN6R  
H3GTTFOQA](https://forms.gle/WT4NPN6RH3GTTFOQA)



## ACCOUNT DETAILS

**ACCOUNT HOLDER NAME:**

**THE PRINCIPAL, M.G. COLLEGE**

**A/C NO: 859010100003500**

**IFSC CODE BKID0008590**

**BANK OF INDIA**

**PARUTHIPPARA BRANCH**

## ORGANISING COMMITTEE

**Head of the Institution:**

Dr. Anandakumar V M (Principal)

**Head of the Department:**

Dr. Vinod AS ( Associate Professor and Head  
Department of Commerce)

**Coordinator:**

Dr. Rakesh S ( Assistant Professor)

**Faculty Coordinators:**

Dr. Dileep A S ( Associate Professor)

Dr. Sumitha R (Assistant Professor)

Dr. Deepa Divakaran (Assistant Professor)

Dr. Lekshmi M R (Assistant Professor)

Dr. Krishna Kumari A (Assistant Professor)

Adv. Dr. Radhika G (Part- Time Lecturer)

**Student Coordinators:**

Sreereshma S R

Thejas Saji

Neha Sabu