



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

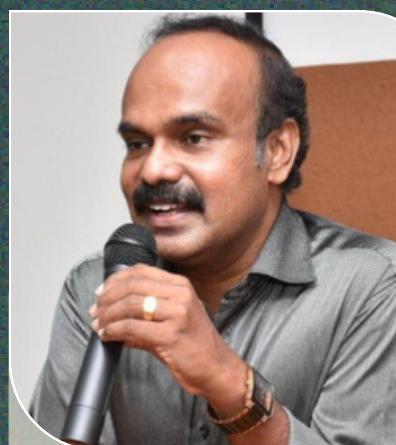
President, Indian Accounting Association
Academic Director, Loyola College of Social Sciences, Trivandrum
Former Dean (Commerce), University of Kerala



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: mgcanc2026@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/WT4NPN6RH3GTTFOQA](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