VIDYASAGAR UNIVERSITY

MIDNAPORE-721102

The Syllabus for Ph. D. Course Work in Commerce

[w. e. f. 2022-23 session]

Structure of Ph.D. Course Work in Commerce)

Paper Code	Paper Name	Marks	Credit
COM 111	Research Methodology and Research Publication Ethics (RPE) and Computer Application	50	5
COM 112	Research Methodology -II	50	5
COM 113	Research Issues in Business Studies	50	5
COM 114	Emerging Issues in Core Areas of Research	50	5

Paper Code: COM 111

Paper Name: Research Methodology and Research Publication Ethics (RPE) and Computer Application

SECTION-A

Basic concepts of Research Methodology **20 Marks**

a) Definition of Research Methodology- Distinction between Method and Methodology- Different kinds of Research
b) Finding Library Resources: Computer Literacy; Use of e-books; e-Journal & JSTOR
c) Style of Referencing- sources, quoting sources, abbreviation
d) Bibliography: MLA and APA Formats
e) Punctuation, Proof Reading and Dia-critical marking
f) Writing a Term Paper
g) Reviewing Articles and Books

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h) Writing a good Research Proposal

References

- Richard Veit, Christopher Gould and John Clifford – Writing, Reading and Research (2 nd Ed.).
- Norman Blaikie – Approaches to Social Enquiry.
- C. R. Kothari & Gaurav Garg – Research Methodology – Methods and Techniques (3 rd Ed.)
- Kate L. Turabian – A Manual for Writers of Research papers, Theses and Dissertation.
- Jonathan Anderson, Barry H. Durston, Millicent Poole – Theses and Assignment

SECTION B

Research and Publication Ethics **20 Marks**

RPE 01: PHILOSOPHY AND ETHICS (3 hrs.)

1. Introduction to philosophy: definition, nature and scope, concept, branches
2. Ethics: definition, moral philosophy, nature of moral judgements and reactions, different branches of ethics, research ethics.
3. Responsibilities of researchers to fellow researchers, respondents, the public and the academic community.

- **RPE 02: SCIENTIFIC CONDUCT (5 hrs.)**
  1. Ethics with respect to science and research
  2. Intellectual honesty and research integrity
  3. Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP)
  4. Redundant publications: duplicate and overlapping publications, salami slicing
  5. Selective reporting and misrepresentation of data
  6. Privacy, autonomy, confidentiality and anonymity
  7. The funding and sponsorship of research.

- **RPE 03: PUBLICATION ETHICS (7 hrs.)**
  1. Publication ethics: definition, introduction and importance
  2. Best practices / standards setting initiatives and guidelines: COPE (Committee of Publication Ethics), WAME (World Association of Medical Editors), etc.
  3. Conflicts of interest
  4. Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types
  5. Violation of publication ethics, authorship and contributor ship
  6. Identification of publication misconduct, complaints and appeals
  7. Predatory publishers and journals

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8. The role of the researchers.

PRACTICE

1. **RPE 04: OPEN ACCESS PUBLISHING (4 hrs.)**
2. Open access publications and initiatives
3. SHERPA (Securing a Hybrid Environment for Research Preservation and Access) /RoMEO (Rights Metadata for Open Archiving) online resource to check publisher copyright & self-archivingpolicies
4. Software tool to identify predatory publications developed by SPPU (Savitribai Phule Pune University)
5. Journal finder/ journal suggestion tools viz. JANE, Elsevier Journal Finder, SpringerJournal Suggester etc.

RPE 05: PUBLICATION MISCONDUCT (4hrs.)

A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2 hrs.)

Use of plagiarism software like Turnitin, Urkund and other open-source software tools

RPE 06: DATABASES AND RESEARCH METRICS (7hrs.)

A. Databases (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per Journal Citation Report, SNIP, SJR, IPP, CiteScore
2. Metrics: h-index, g index, ilO index, altmetrics

References

- Bird, A. (2006). *Philosophy of Science.* Routledge.
- MacIntyre, Alasdair (1967) *A Short History of Ethics.* London.
- P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition.* National Academies Press.
- Resnik, D. B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences,* 1-10. Retrieved from

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https://www.niehs.nih.gov/research/resources/bioethics/whatis /index.cfrn Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. https://doi.org/10.1038/489179a

- Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN: 978-81-939482-l-7. http>://www.insaindia.res.in/pdf/Ethics Book.pdf
- Oliver Paul: *The Students Guide to Research Ethics*, Open University Press, McGrew Hill
- H. Martyn and Anne Trainanou: *Ethics in Qualitative Research: Controversies and Contexts*, Sage, New Delhi.

SECTION-C

Basic knowledge of Computer Application **Marks 10**

1. MS Word
2. Power Point Presentation
3. Spread Sheet / Excel Sheet
4. Internet

COM 112
RESEARCH METHODOLOGY -II

Full marks: 50
(Theory = 25 marks)

1. Sampling and sampling distribution:
Concept of Census Survey and Sampling Survey, Methods and Techniques of Sampling, Importance of sampling in Social Science Research, Essential features of Sampling, Methods of Probability Sampling- Simple Random Sampling, Stratified Sampling, Systematic Sampling, Multi-stage Sampling etc., Methods of Non-probability Sampling- Judgment Sampling, Convenience Sampling, Quota Sampling etc., Merits and Limitations of Sampling, Sampling and Non-sampling Errors; Sampling Distribution, Standard Error, Different Distributions used in Sampling Theory.

2. Theory of Estimation: Concept of Statistical Inference, Theory of Estimation, Point Estimation and Interval Estimation Various Methods of Point Estimation- Moment Method, Ordinary Least Square (OLS) Method, Maximum Likelihood Estimation (MLE) Method, Two-stage Least Square, Three-stage Least Square and Generalized Least Square Method, Estimation of Parameters of Binomial Distribution, Poisson Distribution and Normal Distribution applying Maximum Likelihood Estimation Method, Properties of Maximum Likelihood Estimator.

3. Testing of Hypothesis: Concept of Testing of Hypothesis, Parametric test and Non-Parametric test, Level of Significance, Critical Region, Type-I and Type-II Error, Degree of

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Freedom, Power of the test, Test of Population Mean and Proportion by Large Sample, Test of Population Mean by Small Sample, Test of Mean by Paired Sample, Variance test for Single Population, Joint Population, Analysis of Variation (ANOVA)

4. **Some popular Non-parametric tests**: Chi-square (χ^2) test, Fisher's Exact test, Run test for testing normality of data, Wilcoxon Singed Rank (W) test, Mann-Whitney (U) test, Kolmogorov- Smirnov test, Krushkal- Wallis (H) test

5. Primary Data: Collection of primary data, various methods and techniques for collection of primary data, questionnaire for field survey, preparation of questionnaire, features of good questionnaire, Internet based online survey

6. Secondary Data: Collection of secondary data from different government sources, Collection of corporate data from Annual Reports of the Companies, Collection of Data from Various Databases, Secondary data screening

(Internal assessment: 5 marks)

(Practical = 25 marks)

7. Computer Applications for Research: Word processing, Data processing, Graphical processing, Use of MS Excel for Data Analysis

8. **Methods and Techniques of Using Statistical Software**: Data entry, Compilation of data, Data Splitting, Correlation analysis, Regression Analysis, Time series analysis, various parametric and non-parametric tests using statistical software like IBM SPSS, EViews, Stata etc.

(Viva-Voce: 5 marks)

Suggested Readings:

1. Kumar, R. (2018).*Research Methodology: A Step by Step Guide for Beginners*, Sage Publications Ltd., 5th Ed., UK.
2. Taylor, B., Sinha, G. And Ghoshal, T (2006).*Research Methodology: A Guide for Researchers in Management and Social Sciences*, Prentice Hall India Ltd., New Delhi.
3. Panneer selvam, R.(2013).*Research Methodology*, Prentice Hall India Ltd.,2 Ed., New Delhi.
4. Krishnaswamy, K.N., Sivakumar, A. and Mathirajan, M. (2006).*Management Research Methodology: Integration of Principles, Methods and Techniques*, Pearson Education,1st Ed., New Delhi.
5. Srivastava, T. N. and Rego, S. (2017).*Business Research Methodology*, McGraw-Hill Education, USA
6. Andy Field (2019). *Discovering Statistics using IBM SPSS Statistics*, Sage Publications Ltd., 5th Ed., UK.
7. Rao, A. S. and Tyagi, D. (2009).*Research Methodology with SPSS*, Shree Niwas Publications

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8. Kothari, C. R. (2004): *Research Methodology: Methods and Techniques*, New Age International (P) Ltd., 2nd Ed., New Delhi.

COM 113

Research Issues in Business Studies

Full marks: 50

1. Relationship between traditional performance measures and value added measures
2. Accounting-based and Market-based risk measures: Interrelationship
3. Researches on Corporate sustainability
4. Research issues in Human resource accounting
5. Agency problems: how do those problems affect decision making in the companies?
6. Financial engineering and Investor response: emergence of hybrid instruments
7. Behavioural finance: Impact of corporate decisions (dividend, bonus shares, right shares, stock split, buy-back, etc. on investor behaviour
8. Household financial decision-making and Financial literacy
9. Financial inclusion: exploring the underlying factors
10. Financial sector reforms and performance of the banking and insurance companies
11. Research studies in stock market
12. Brand loyalty: Exploring factors
13. Research studies on Brand equity and goodwill
14. Impact of advertisements on consumer buying
15. Research studies on organizational conflict
16. Corporate governance
17. Managerial Compensation and Shareholders wealth
18. Debt Finance in Indian Context
19. Women empowerment, bank finance and entrepreneurship
20. Research issues in working capital management
21. Research issues in dividend decisions
22. Research issues in bond market
23. Research issues in Mutual Fund

(Internal assessment = 10 marks)

Note: 10/12 topics out of the above-mentioned topics will be covered for each batch. The teachers who will finally be assigned to teach the paper may select topics as per their choice for a particular batch which may or may not be rotated for the next batch.

Paper Code: COM-114

Paper Name: Emerging Issues in Core Areas of Research

Marks: 50

(Scholars should review literature on any particular topic in the light of their research interests and guidance of their supervisors. Evaluation of this paper will be done by all the internal faculties for 25 marks and also by the supervisor for 25 marks through seminar presentation)

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