



# FIRST INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES (ICSS-1)

**ON 7 & 8 MARCH 2024**

*organised by*

**Tharananellur Arts & Science College**

958G+3QX, Kallada Road, Thanissery, Thrissur District, Irinjalakuda, Kerala

*in collaboration with*

**St.Thomas College (Autonomous), Thrissur**

**&**

**DMI St. John the Baptist University, Malawi Central  
Africa**



## Organising Committee



**Dr. Ulrike Guelich**  
Keynote Speaker  
(GEM Thailand Team Leader)  
Instructor & Researcher,  
Bangkok University.



**Dr. Paul Jose P**  
Principal, Tharananellur Arts &  
Science College, Irinjalakuda.



**Jathavedan  
Namboothiripad**  
Manager, Tharananellur Arts &  
Science College, Irinjalakuda.



**Fr Dr. Martin  
Kolambrath**  
Principal, St Thomas College  
(Autonomous), Thrissur.



**Dr. Bernadict W  
Malunga,**  
Deputy Vice-Chancellor  
DMI St John The Baptist University  
Malawi, Central Africa.



**Dr. Jose George Pottakkal**  
Keynote Speaker  
Scientist, National Institute of Hydrology,  
Jammu.



**Emmanuel Amo Yartey**  
High Court Judge, Central Region,  
Ghana.



**Dr. Vinnaras  
Nithyanantham**  
Associate Professor,  
DMI St. John the Baptist University,  
Malawi, Central Africa.



**Dr. Chuanchen BI**  
Keynote Speaker  
Khon Kaen University,  
Thailand.



**Dr. Aparna J Varma**  
Dean Academics, Tharananellur  
Arts & Science College,  
Irinjalakuda.



**Dr. Arenkala Ao**  
Department of Linguistics,  
Nagaland University,  
Kohima Campus. Nagaland  
Meriema.



**Dr. Divya George**  
IQAC Coordinator,  
St. Thomas College,  
(Autonomous),  
Thrissur.



**Ajesh Antony**  
St. Thomas College,  
(Autonomous),  
Thrissur.

### Important Dates:

**Last date for full paper submission: 10 Feb 2024**

**Last date of notification of acceptance of Full Paper: 15 Feb 2024**

1. The papers submitted to the Conference will be published in an ISBN-bearing Conference Proceedings.
2. The Referencing style should be APA 7th Edition



## Payment details

### Normal Registration Fees (Up to Feb. 20, 2024)

Particulars	Indian	International
Author Delegates	INR 3500	USD 240
Student Delegates	INR 2400	USD 230
Listener Delegates	INR 2400	USD 250
Coauthor Fee	INR 2400	USD 250
Additional Paper	INR 2400	USD 150
Coauthor for additional paper	INR 2000	USD140

### Early Bird Registration Fees (Up to Feb. 5, 2024)

Particulars	Indian	International
Author Delegates	INR 3000	USD 200
Student Delegates	INR 2000	USD 150
Listener Delegates	INR2000	USD 150
Coauthor Fee	INR 2000	USD 150
Additional Paper	INR 2000	USD 150

The registration fee shall be remitted using the following details;

Name of the Accountholder:  
Principal, Tharananellur Arts and Science College.

Bank Name - Federal Bank Ltd, Nada  
Irinjalakuda, Kerala, India, Pin-680121.

A/C No - 17190100099589

Swift Code – FDRL0001719

IFSC Code - FDRL0001719

Contact us:

**Convener of the Conference:**  
**Ms. Jyothilakshmi**

**Phone: +91 7593946646**

E-mail for queries and for  
sending papers: [tascijk2016@gmail.com](mailto:tascijk2016@gmail.com)



- Presentation through online mode is permissible for **overseas presenters**.
- All participants must register and settle the registration fee by 20 Feb 2024.
- Registration fees are net rates and are not refundable.
- The authors whose papers are accepted for presentation at the Conference will have to submit a registration form in a prescribed format which will be mailed in the due course.
- After completing the payment, please email the scanned copy of the registration form along with a recent passport-size photograph and the payment transfer document to the Convener of the Conference. Email: tascijk2016@gmail.com.
- The original registration form (which will be mailed to the delegates once their papers are accepted for presentation at the Conference) and the payment transfer documents are to be presented upon registration at the conference venue.

### Submission details:

- Registration Fee covers the Conference proceedings book, welcome dinner, Luncheon and for the dates and morning and evening Tea.
- The delegates are requested to make their arrangements for their stay and transportation to the Conference Venue. The Venue of the Conference is Tharananellur Arts & Science College, Irinjalakuda
- Authors should submit their **original papers** in English. Each paper should indicate the nature of its contribution and the problems, domains or environments to which it is applicable. To facilitate the double-blind paper evaluation method, authors are requested to submit the paper without any reference to any of the authors.
- All papers must be submitted through the *email ID* given at the beginning of the brochure and should follow the instructions. Authors will receive an acknowledgement mail before the expiry of the next working day after the submission of the paper.
- Only persons who pursue **full-time courses/research** are eligible for registration as student delegates. They must submit **via e-mail** a scanned copy of the Certificate from the Head of the Institution concerned testifying to their status as students. The original certificate must be produced at the venue of the Conference for spot registration.
- All other persons must register as Author Delegates paying full registration fees.
- Authors of registered papers must guarantee that their papers will be presented at the conference.
- The list of areas specified here is not exhaustive. Papers from other related areas are also welcome.
- The decision of the reviewers will be final and binding.
- The authors will be intimated only through e-mail.
- Registration for the coauthor is compulsory. The coauthor will be issued a separate Certificate of Participation mentioning the name of the Paper submitted.
- Any person/s accompanying the Delegates will have to register as a Listener

# Welcome to Irinjalakuda - one of the most popular Tourism destinations in India.

Thrissur District, which is the home district of the college, offers a host of fascinating places of interest, with a richly mixed cultural and historical tradition of centuries. Tharananellur Arts & Science College is at the heart of Irinjalakuda town with popular dining and shopping destinations. We are endowed with a host of hotel rooms in the area they should cater to your accommodation needs.

Getting here: Irinjalakuda town is well connected by road and rail.

**Travel by road from the Cochin International Airport:** Irinjalakuda is connected to most major cities domestically as well as internationally via the Cochin International Airport. Located in the district of Ernakulam, about 45 kilometres away from Irinjalakuda, the airport is well connected with the venue of the Conference by rail and road. The major international airlines shuttling to and from the airport are Emirates Airlines, British Airlines, Air France, Lufthansa Airlines, Malaysian Airlines, Air Asia etc. the major domestic airlines are Air Asia India, Indigo Airlines, Air India, Jet Airways, Spice Jet etc. From the airport, there are several options available to the one interested in reaching here.

**Train:** One of the other options available is rail. The railway station is about 8 kms away from the Airport, almost in the same direction as the bus station. Southern Railway, India's one of the biggest railway zones, is running several trains between Angamaly and Irinjalakuda.

**By Car:** Car rentals and Taxi cabs are available. Irinjalakuda is at a drivable distance from the AirPort using National Highway No.47 (48 kilometres).

## **Accommodation:**

### **Hotels in the vicinity**

1. Kallada Regency, 22/615, Near Town Hall, Irinjalakuda Locality, Thrissur, Kerala
2. Cherakulam Tourist Home, Thrissur Road, Tana, Irinjalakuda, India, Kerala
3. Many hotels are available in Thrissur city which is 22 Km from irinjalakuda

Useful Links:

College Website: [www.tharananellur.com](http://www.tharananellur.com), [www.stthomas.ac.in](http://www.stthomas.ac.in)

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## **Thematic Areas**

### **Economics**

Welfare Economics  
Economic Development  
Household Behavior and Family Economics  
Business Fluctuations  
Law and Economics  
International Economics  
Economics and Social Performance  
Regional Economic Development

### **Information Technology & Management**

Management Information Systems  
IT-enabled services  
Process monitoring and mining  
Knowledge management  
Technological Changes  
Business Intelligence  
Business Information Systems  
Information Management  
Enterprise Resource Planning (ERP)

### **Organizational Behavior**

Organizational Behavior & Theory  
Cost Control and Management  
Organizational Communication  
Quality Circles  
Decision Support System  
Practice of Enterprise Management  
Knowledge Management

### **AI and ML**

Generative AI in Education  
Use of ML/Deep Learning in Advertising  
Use of ML/Deep Learning in Regulating Platforms  
Application of ML Methods in Management/Marketing/Information Systems Research

### **Literature**

Post Modernism  
Psycho-Analytic Criticism  
Gender Studies and Queer Theory  
Marxist Criticism  
Post Colonialism  
Echo Criticism  
Hindi  
Malayalam

### **Finance**

Treasury and Finance  
Financial Systems Development  
International Finance  
Islamic Finance and Banking  
Corporate Finance and Governance  
Finance and Banking  
Finance, Investment & Development  
Personal Finance

### **General Management**

Entrepreneurship Development  
Environment and Energy Management  
Education Management  
Innovation and Entrepreneurship  
Business Ethics  
Urban Management

### **Law**

Intellectual Property Rights  
Labor Law  
Environmental Law  
Family Law  
Land Acquisition  
Criminal Law  
Constitutional Law

### **Tourism and Travel Management**

Sustainable development  
Gastronomy in Tourism  
Destination Development  
Destination Branding  
Climate Change in Tourism  
Acculturation and tourism  
Disruptive business model in tourism  
Tourism Entrepreneurship

### **Poverty and economic Development**

Microfinance  
Social Capital  
Poorentrepreneurship  
Women entrepreneurship  
Gender equity  
Sustainable Development

### **HR**

Digitalization in HR  
Quality of Work life  
HR Analytics  
Employee Engagement  
Hybrid Work Environment  
Human Resource Information System  
International HRM  
Labour Relations  
Stress Management

### **Marketing**

Marketing Strategy  
Brand Management  
Digital & Social Media Marketing  
Sustainable Marketing  
Business-to-Business Marketing  
International Marketing  
Advertising and Marketing Communication  
Services Marketing  
Consumer Behaviour  
Retail Management  
Online Marketing & E-Commerce  
Meta Marketing  
Customer Experience Management

### **Strategic and Change Mgt.**

Global Competition and Strategy  
Change Management  
SWOT Analysis  
Future of Strategic Management  
Mergers and Acquisitions  
Strategic Mgt in Public Sector

### **Climate Change**

Health impacts of climate change  
Impact on a specific population or culture  
Impact on Economy  
Climate resilience  
Climate change mitigation  
Green Finance  
Clean Energy

### **Corporate Social Responsibility**

Corporate Governance