



ST. THOMAS' COLLEGE (AUTONOMOUS), THRISSUR

(NAAC accredited at 'A' Level)

Patron: His Grace Mar Andrews Thazhath BD., DOCL (Archbishop of Thrissur)

Manger: His Lordship Mar Raphael Thattil, DOCL (Auxiliary Bishop of Thrissur)

Principal
Dr. Jenson P O

Vice Principal & Head of the Department
Dr. Thomas Paul Kattookkaran

Convener: Prof. Paul Jose P
Secretary of the Department: Prof. Biju John M

**First International Conference on Humanities and Social Sciences
(ICHUSS-1) at St. Thomas' College (Autonomous), Kerala, India**

On 28 & 29 Jan. 2016

Organized by

The Research & Post Graduate Department of Commerce

St. Thomas' College (Autonomous), Thrissur

E-mail to: icfd.comm@stthomas.ac.in

College Website: www.stthomas.ac.in

St. Thomas' College (Autonomous), Thrissur

St. Thomas' College, Thrissur, the oldest Catholic college in the state of Kerala, has a history of 126 years. It has educated thousands of students in the field of higher education and research from the length and breadth of the Country. The commitment of this temple of learning to higher education is substantiated by the re-accreditation process by NAAC (National Assessment and Accreditation Council - an autonomous body funded by the University Grants Commission of the Government of India that assesses and accredits institutions of higher education) in January 2011. The College was awarded 'A' grade with CGPA of 3.58, which is

one of the rarest grades. Further, the College was granted autonomous status during the year 2014.

Research & Post Graduate Dept. of Commerce

The Research and Post Graduate Department of Commerce (Est.1957) has already celebrated its golden jubilee and has been a trend-setter in Commerce and Management Education. The Department started B.Com (Finance) in the year 1957, M.Com (Financial Management) in 1968 and B.Com Travel and Tourism (now B.Com Banking) in 1996. The alumni adore key positions in various fields like Finance, Accounting, HR, Marketing, Banking and IT.

International Conference

We, the staff and students of The Research and Post Graduate Department of Commerce, are happy to inform you that we are hosting an International Conference on the following emerging key areas:



Thematic Areas:

Welfare Economics
Economic Development
Household Behavior and family
Economics
Business Fluctuations

Economics

Law and Economics
International Economics
Economic and Social Performance
Regional Economic Development

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
Social Capital	Microfinance

Human Resource Management

Labor Relations & HRM	Stress Management
International HRM	R&D in a Global Environment
HRM in NBFCs	Quality Circles

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)	Customer Relationship
Marketing and Consumer Behaviors	Market Structure and Pricing
Marketing Theory and Applications	Marketing Research
Advertisement Management	International Marketing
Marketing Strategies	Online Marketing and E Commerce
Impact of ICTs on Development	Consumer Behavior and Product Mgt.

Marketing and Consumer Behaviors

Marketing Theory and Applications	Customer Relationship
Advertisement Management	Market Structure and Pricing
Marketing Strategies	Marketing Research
International Marketing	Consumer Behavior and Product MGT
Online Marketing and E Commerce	Meta Marketing

Organizational Behavior

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

Management

Entrepreneurship Development	Environment and Energy Management
Education Management	Security in business processes
Innovation and Entrepreneurship	Business Ethics
Transportation Management	Corporate Governance

Strategic and Change MGT

Organizational Management	Global Competition and Strategy
New Perspectives on Strategy MGT	Change Management
Thinking and Acting Strategically	Business Statistics
SWOT Analysis	Strategic Thinking on Process
Strategies for Internationalization	The Future of Strategic Management
Mergers and Acquisitions	Multi-national Organizations
Strategic Mgt in the Public Sector	Implementing and Leading e-Business
Governance and Effective Leadership	The Evolution of Co-Operative Strategy

Tourism and Travel Management**Other Areas**

Political Science	Literature	Archaeology
Public Relations	Liberal arts	Performing Arts

Registration**Registration Fees**

Particulars	Indian	International
Author Delegates	INR 4000	USD 240
Student Delegates	INR 3000	USD 200
Listener Delegates	INR 3000	USD 200
Coauthor Fee	INR 3000	USD 200
Additional Paper	INR 3000	USD 180
Coauthor for additional paper	INR 2500	USD 140

Payment Method

1. Registration fee shall be remitted using the following details;

Name of the Accountholder: Research Department of Commerce, St. Thomas College, Thrissur, Kerala 680001

Bank Name - South Indian Bank Ltd, Main Branch, Thrissur, Kerala, India, Pin: 680001; **Branch Code** - 0084; **A/C No** - 0084053000047530
Swift Code - SOININ 55084; **IFSC Code** - SIBL 0000084.
Phone: CHIEF MANAGER 0487-2426239, 2424427(CM)

2. The registration fees are net rates.
3. The registration fee is non-refundable for any cancellation.
4. Accepted papers that are registered without payment settlement will not be published in the proceedings nor will be presented in the Seminar.
5. The authors whose papers are accepted for presentation at the Conference will have to submit a registration form the format of which will be mailed in due course.
6. After completing the payment, please email the scanned copy of the registration form and the payment transfer document to **the Convener of the First International Conference on Humanities and Social Sciences. Email: pauljose@stthomas.ac.in**
7. The original registration form (which will be mailed to the delegates once their papers are accepted for presentation in the Conference) and the payment transfer document are to be presented upon registration at the conference venue.

Important Dates:

Last date for full paper submission	25 Dec 2015
Last date of notification of acceptance of Full Paper	1 Jan. 2016

Submission details:

1. Authors should submit the paper in English, carefully checked for correctness regarding grammar and spelling and addressing one or several of the conference areas or topics. Each paper should clearly 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, including the authors' personal details, the acknowledgement section of paper and any other reference that may disclose the author's identity.
2. Only original papers should be submitted.
3. All papers must be submitted through the *e mail id* given at the beginning of the brochure and should follow the instructions and templates provided, which are also the templates for the camera-ready submission. You will

receive an acknowledgement mail before the expiry of the next working day after the submission of the paper.

4. Only persons who pursue **full time course/research** are eligible for registration as Students 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. Assistant Professors/Associate Professors pursuing Research under the Faculty Development Programme (FDP) of University Grants Commission of India are not eligible for registration as Student Delegates.
5. All other persons must register as Author Delegates paying full registration fees.
6. Authors of registered papers must guarantee that their papers will be presented at the conference. Papers which are not presented will not be included in the conference proceedings.
7. Papers must be prepared according to the **templates** given
8. The list of areas specified here is not exhaustive. Papers from other related areas are also welcome.
9. The manuscripts will be subjected to a blind review process.
10. The notices of acceptance of abstracts and full paper will be sent to the corresponding author within a period of two weeks of receipt of the items subject to the limits of the above mentioned dates.
11. The decision of the reviewers will be final and binding.
12. The authors will be intimated only through e mail.
13. Registration for the coauthor is compulsory. Coauthor will be issued a separate Certificate of Participation mentioning the name of the Paper submitted.
14. Any person/s accompanying the Delegates will have to register as Listener Delegates. Children below 8 years need no registration.
15. Registration Fee covers the CD of the Proceedings, the Conference proceedings book, Luncheon for the dates and Morning & Evening Tea with snacks.
16. The delegates are requested to make own arrangements for their stay and transportation to the Conference Venue. The Venue of the Conference is St Thomas' College, Thrissur, Kerala, India. Pin 680001.
17. The Conference Committee reserves the right to incorporate appropriate changes in the above details.

Contact us:

Convener of the Conference: Prof. Paul Jose P

Phone: +91 9496347172

Joint Convener: Prof. Ajesh Antony (Phone: +91 9846334839)

Mr. Hareesh Kumar AG (Phone: +91 9947534102)

E mail: For queries: pauljose@stthomas.ac.in

For sending papers: icfd.comm@stthomas.ac.in

Programme of the Conference: Will be finalized soon and intimated to the delegates.

Welcome to Thrissur - one of the most popular Tourism destinations in India

Thrissur offers a host of fascinating places of interest, with a richly mixed cultural and historical tradition of innumerable years. St. Thomas College (Autonomous) is at the heart of the city with popular dining and shopping destinations. That we are endowed with hundreds of hotel rooms in the area should cater to your accommodation needs.

Getting here: the city is well connected by road and rail.

Travel by road from the Cochin International Airport: Thrissur is connected to most major cities domestically as well as internationally via the Cochin International Airport. Located in the district of Ernakulam, about 60 kilometres away from Thrissur, 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. The air-conditioned buses run by the Kerala State Road Transport Corporation (KSRTC) are available from the Bus Station which is only 5 kms away from the air port. Taxis and buses are available at the entrance of the airport to the nearest bus station which is in the place called Ankamally. From the bus station it is easy for one to find one of the numerous buses to the city of Thrissur.

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 of the bus station. Southern Railway, India's one of the biggest railway zone, is running a number of trains between Ankamally and the city of Thrissur. The city of Thrissur has extensive

connectivity to major cities and other parts of India through three the major railway stations:

- Thrissur Railway Station
- Shornur Railway Station
- Ernakulam Railway Station

By Car: You can also hire cars from the airport itself. Car rentals and Taxi cabs are available. Thrissur is at a drivable distance from the Air Port using National Highway No.47 (55 kilometers).

Accommodation:

Hotels in The vicinity

1. Hotel Mangala Towers, Thrissur Paliyam, Near Vadakke Bus Stand
2. Joys Palace, Thrissur P.O.Box:103, T.B. Road
3. Hotel Pooram International, Thrissur Kuruppam Road
4. LuLu International Convention Center & Garden Hotels, Thrissur P.O. Box : 651, Puzhakkal, Ayyanthole P.O.,
5. Hotel Niya Regency, Thrissur Kanjany Road, Olarikkara, Chettupuzha, P.O Thrissur P.O Thrissur.
6. Hotel Merlin International, Thrissur Opp. Railway Station, Poothole Road Poothole Road
7. Dass Continental, Thrissur Sakthan Nagar
8. Hotel Peninsula, Thrissur M G Road

Useful Links: *College Website:* www.stthomas.ac.in

[http://stthomas.ac.in/showcontent?cid=346&title=First%20International%20Conference%20on%20Humanities%20and%20Social%20Sciences%20\(ICHUSS-1\)%2028th%20-29th%20January%202016](http://stthomas.ac.in/showcontent?cid=346&title=First%20International%20Conference%20on%20Humanities%20and%20Social%20Sciences%20(ICHUSS-1)%2028th%20-29th%20January%202016)