



ST. THOMAS' COLLEGE (AUTONOMOUS), THRISSUR
(*NAAC accredited at 'A' Level*)

**First International Conference on Humanities and Social Sciences (ICHUSS-1)
at St. Thomas' College (Autonomous), Kerala, India
On 28 & 29 Jan. 2016**

PROGRAMME OF THE CONFERENCE

28 JANUARY 2016

Inaugural Session: 9:30AM to 12:15PM

Prayer	: Ms Rohini and Team
Welcome	: Dr. Thomas Paul Kattookaran, Vice Principal & Head of the Department
Presidential Address	: Dr. Jenson P O, Principal, St Thomas' College (Autonomous), Thrissur, Kerala
Inaugural Address	: : His Lordship Mar Raphael Thattil, DOCL (Auxiliary Bishop of Thrissur), Manager, St Thomas' College, Thrissur, Kerala, India.
Outstanding Paper Presentations	
Coffee Break	
Keynote Address	: Dr. Ramesha K, Professor and Dean Research & Consultancy, National Institute of Bank Management, Pune
Lunch	: 12.15PM to 1.30PM

Technical Session I: 1.30 PM to 4.30 PM

	<i>Topic</i>	<i>Authors</i>	<i>Country</i>
Venue I 1 PM to 4:30 PM	<i>Change in the pattern of community economy under the process of Capitalism: Case study Hin Tang Village Moo 7, Non Kong Sub-district, Ban Fang District, Khon Kaen Province</i>	1. Bodee Putsyainont, Faculty of Integrated Social Sciences, KhonKaen University NongKhai Campus. 2. Sekson Yonevanit, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand 3. Assoc. Prof. PrasitKunurat, Faculty of Humanities and Social Sciences KhonKaen University 123 Mittraparb	Thailand
	<i>The impact of Leadership style of a Principal on teacher efficacy and effectiveness</i>	D A Ramani, HOD Dept. of office management, St Joseph College for women, Gnanapuram, Vishakhapatanam	India
	<i>A Study of Multinational Companies in Philippines: The Use of Mediation Paradigm on Social Responsibility</i>	1. Dr. Ria Liza C. Canlas, College of Engineering, Lyceum of the Philippines University, Philippines.	Philippines
		2. Asst. Prof. Dr. Tiwa Park, International Business Management, Thai- Nichi Institute of Technology, Thailand	Thailand
		3. Dolores L. Montesines, College of Computer Studies, Lyceum of the Philippines University, Philippines.	Philippines
		4. Marlon M. Fortunato, College of Business Administration, Lyceum of the Philippines University, Philippines.	Philippines
5. Devy M. Galang, Information and Communication Technology Department, Lyceum of the Philippines University, Philippines.	Philippines		

		6. Irene G. Cruz, College of Engineering, Lyceum of the Philippines University, Philippines.	Philippines
		7. Maricel A. Abellera, College of International Relations, Lyceum of the Philippines University, Philippines.	Philippines
		8. Rovena I. Dellova, College of International, Tourism and Hospitality Management Lyceum of the Philippines University, Philippines	Philippines
Coffee Break: 15 Minutes			
	<i>Perceptual Differences between the Users and Non Users of Internet Banking</i>	Dr. Deepa Paul, Assistant Professor Department of commerce and Management Studies Sri.C.Achuthamenon Govt. College, Thrissur	India
	<i>Gender Inequality in Sri Lanka</i>	D. S. W Gunawardane, Senior Lecturer of Sociology, Dept. of Social Sciences, Rajarata University of Sri Lanka, Mihintale	Sri Lanka
	<i>The Development of Tourism Industry and Its Impact in Xishuangbanna, P.R.China</i>	1. Chuanchen BI, Ph.D. Candidate in Development Sciences, Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand 2. Warangkana Thawornwiryatrakul, Assistant Professor, Ph.D. Faculty of Business Administration, Khon Kaen University – Nong Khai Campus, Thailand 3. Sekson Yongvanit, Associate Professor, Ph.D. Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand.	Thailand
	<i>Containing Volatility in Emerging and Transition Economies</i>	Dr.Mita H Suthar, Assistant Professor, Department of Economics H. L. Institute of Commerce Ahmedabad University H. L. Campus, Navrangpura, Ahmedabad	India
	<i>Right To Development And Indigenous People</i>	Dr Sonia K Das, Assistant Professor, Govt. Law College, Thrissur	India
	<i>China's Economic Slowdown and its Impact.</i>	Dr.Suma Singh, HOD & Associate Professor, Department of Economics Mount Carmel College, Autonomous, Bengaluru	India
	<i>Affirmative Action- Challenges, Analysis And The Concept of Welfare</i>	Chetna Trivedi, 603/Z Type, Timarpur, Delhi 110054	India

	<i>Cultural Economy Of Heritage Tourism: Promoting Heritage Cities In India.</i>	Oindrila Dattagupta, Doctoral candidate, (INP/CIPOD/SIS/JNU), Jawaharlal Nehru University, New Delhi	India
	<i>Porn Consumption in Kerala: A Psycho-social Critique</i>	Sunil Kumar Mannil, Assistant professor, Department of English, Central University of Kashmir.	India
Venue II- 1 PM To 4:30 PM	Coffee Break: 15 Minutes		
	<i>Tai Communities of Assam: A Brief History</i>	Shiladitya Basu ,University of Calcutta MPHIL, 2ND Year, Department of South and Southeast Asian Studies	India
	<i>Successful Educational Leadership: Considering Challenges, Exploring Possibilities</i>	Ismail Thamarasseri, Assistant Professor, Department of Education, Central University of Kashmir, Srinagar, 190015 - Jammu & Kashmir	India
	<i>Work life/environment and SWOT analysis of BPO women's of Jaipur city</i>	1.Anshul Bharti, Research Scholar, Department of Home Science, University of Rajasthan, Jaipur 2. Department of Home Science, University of Rajasthan, Jaipur	India
Venue III- 1 PM To 4:30 PM	<i>A Study on the Relevance of Aquaponics in Organic Farming in relation to Kerala</i>	1. Lekshmy PR, M.Phil Scholars, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi. 2. Nayana N Nair, M. Phil Scholars, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi. 3. Amrutha Santhosh, M. Phil Scholars, Amrita School of Arts and Sciences, Amrita Vishwa Vidyapeetham, Kochi.	India
	<i>A Study on Employee Empowerment with Special Reference to Vidya Academy of Science and Technology, Thrissur</i>	1. Pottekkatt Radhakrishnan Divya, Assistant Professor, Department of Humanities, Vidya Academy of Science and Technology. 2. Hareesh k, Assistant Professor, Department of Mechanical Engineering, Vidya Academy of Science and Technology	India
	<i>A Study on Job Stress among women employees working in Business Process Outsourcing Sector</i>	1. Anu Raj, Full Time Research Scholar, Loyola College, Chennai. 2. Dr. Fr. P. Christie, Asst. Prof.-Decision Science, Loyola College, Chennai.	India
	Coffee Break: 15 Minutes		
	<i>Psychological Motives Contributing to Entrepreneurial Intentions among Akshaya Telecentre Owners in Kerala.</i>	1.Sreejith S, School of Legal Studies, Cochin University of Science and Technology Cochin, India 2.Prof (DR) S Ganesan, KPR School of Business Coimbatore, India	India
	<i>Purchase Behaviour on Mobile Applications.</i>	1.Manikandan M.K.M, Assistant Professor, D J Academy for Managerial Excellence Director, KPR School of Business 2.Prof (DR) S Ganesan, KPR School of Business Coimbatore, India	India

	<i>Economic Growth & Government Expenditure In Pakistan – An Time Series Analysis</i>	Dr. Amit kundu, Mathabhanga College, West Bengal	India
	<i>Interstate migrant workers-the invisible population in Kerala economy</i>	Bhavana AK, Assistant Professor, Government Law College, Part time research scholar, NUALS, Cochin	India
Venue IV- 1 PM To 4:30 PM	<i>Legal Aid to Poor-An Economic and Social Justice</i>	A A Kadeejabi , Asst. Professor Govt. Law college Thrissur	India
	<i>Public Health versus Intellectual Property Protection : A conflict of Public and Private Rights</i>	Yamuna Vijayagopal, Christ University, Hosur Main Road, Bangalore	India
	<i>Sale of Human Organs and Legal Regulation</i>	Subha C.C, Assistant Professor, School of Law , Christ University Bangalore	India
	Coffee Break: 15 Minutes		
	<i>Economic Development and Role Of Media With Special Reference To Media Freedom</i>	Preetha U, Assistant Professor in Law Govt. Law College	India
	<i>Gestational Surrogacy Arrangements in India-A study with special reference to Assisted Reproductive Technology (Regulation) Bill 2010</i>	Shinsy Ps, Research Scholar, National University of Advanced Legal Studies, Kochi	India
	<i>Significance of Logistic Network Design in Online Retailing Indian Context.</i>	1. Rekha U Menon, Guest Lecturer (BBA) Govt. Law college. 2. Pramod M, Manager Materials, Kerala Feeds Ltd., (A Govt. of Kerala Undertaking), Kallettumkara, Thrissur	India

Day, 29th January

	Topic	Authors	Country
Venue I 1 PM to 4:30 PM	<i>Legal and Regulatory Framework of Emerging Islamic Banking in Bangladesh</i>	Kazi Abdur Rahman, Postgraduate Student, The National University Malaysia (Ukm)Advocate, Judge Court of Dhaka, Bangladesh	Malaysia
	<i>Assessing the Role of Recreational Centres in Tourism Development In Lagos State, Nigeria</i>	Dr. Eja Iwara Eja, Department of Geography and Environmental Science, University of Calabar, Cross River State, Nigeria	Nigeria
	<i>Impact of Stock Prices on Gold Price</i>	1. Dr. Firoz, Rtd Professor of Commerce, Calicut university, Kerala 2. Krishna M.B, Dept. of commerce S N college Nattika	India

Coffee Break: 15 Minutes

	<i>India Will Be A Global Power In A Decade</i>	Dr. S. V Kulkarni, HOD and Associate Professor, Department of Political Science C.S.B. Arts, S.M.R.P. Science and G.L.R. Commerce College	India
	<i>Perceived Leadership Styles in Higher Education Institutions</i>	Dr. Sr. Shyji P.D. Lecturer In Commerce St. Joseph's College for Women (Autonomous) Visakhapatnam	India
	<i>Visual Glitches: Aesthetic Failures that Subverts the Idea of Perfection in Studio Photographs from Early 1900's in Turkey</i>	Pelin Aytemiz, Assistant Professor at Başkent University, Faculty of Communication, Department of Radio, TV and Cinema, Ankara, Turkey	Turkey
Venue II- 1 PM To 4:30 PM	<i>Forecasting Foreign Exchange Rate Volatility</i>	Nidhish kumar, F2 Venkaesan Illam, Abithnagar, Choolaimedu, Chennai	India
	<i>Is Art Male?</i>	Saptam Patel, H L Institute of Commerce, Amrut Mody School of Management, Ahmedabad University	India
	<i>Dispute Resolution in Islamic Banking: A Comparative Legal Analysis between Bangladesh and Malaysia</i>	1. Kazi Abdur Rahman, Postgraduate Student, The National University Malaysia (Ukm) Advocate, Judge Court of Dhaka, Bangladesh	Malaysia
		2. Rokshana Shirin Asa, Lecturer, Prime University Bangladesh, Postgraduate Student, International Islamic University Malaysia (Iium), Advocate, Judge Court Of Dhaka, Bangladesh	
	Coffee Break: 15 Minutes		
	<i>Boosting Higher Education in India: A Study With Special Reference To The Rashtriya Uchchatar Shiksha Abhiyan (Rusa)</i>	Dinesh Kumar K, Assistant Professor Department of Education Central University of Kashmirsrinagar , Jammu & Kashmir, India	India
	<i>Medical Tourism in Siliguri, West Bengal: Progress and Opportunities.</i>	Pema Choden Bhutia, M.Phil Scholar Loyola College, Chennai.	India
	<i>Bamboo Handicraft Industry in Jalpaiguri -A Case Study of Jalpaiguri Sadar Block</i>	Kanchan Datta, Associate Professor, Department of Economics University of North Bengal	India
	<i>Employee Relations: The Study of Corporations in Thailand.</i>	Asst. Prof. Dr. Tiwa Park, International Business Management, Thai- Nichi Institute of Technology, Thailand	Thailand
	Venue III- 1 PM To 4:30 PM	<i>Tonsure capitalism with reference to human hair trade India</i>	Kavya Sanjaya, Jayasree, Kuttemperur PO, Mannar, Chengannur
<i>Fixity and Fluidity in the Context of the Naga Community</i>		Arenkala Ao, Jawaharlal Nehru University, New Delhi	India

	<i>Economic & Social Performance of Differently Abled Persons in India.</i>	1. Maneesha CS, PhD Research Scholar, Dept. Of Economics, Sacred Heart College, Ernakulam 2. Dr Jose VT, Associate Professor(RTD) Research Guide , Dept. of Economics, S.H college Thevara	India	
	<i>Regional Economic Development of Telangana</i>	1. Suneetha Esampalli, Head, Department of Economics St. Ann's College for Women Mehdipatnam Hyderabad 2. Nikhila Paran M, Faculty, Department of Psychology St. Ann's College for Women Mehdipatnam Hyderabad	India	
Coffee Break: 15 Minutes				
	<i>Narrative Patterns of Commercial Advertisements: An Actantial Perspective</i>	Dr. Vishnu Somasundaran, Department of Humanities, VISAT, Kerala	India	
	<i>Usage and Efficiency Tests In Assessing Competition Law Infringements In Case Of Joint Venture</i>	Vasanth Adithya J, Professor of law CMR LAW SCHOOL Bangalore	India	
Venue IV- 1 PM To 4:30 PM	<i>Women Empowerment – A Study Of The Role Of Self Help Groups.</i>	Jisha.S. Kumar, Assistant Professor, Department of Commerce, Sree Krishna College, Guruvayoor	India	
	<i>Indian English Literature in Teaching English language to the Students of Kerala</i>	Deepa Thomas, English Deva Matha College, Kuravilangad, Affiliated to Mahatma Gandhi University, Kottayam	India	
	<i>Constraints experienced and suggestions expressed by subject matter specialists working in Krishi Vigyan Kendra's</i>	1.Bimal P Bashir, Dept. of Veterinary and Animal Husbandry Extension Education 2.N. Narmatha, Veterinary College and Research Institute, Namakkal, Tamil Nadu 3.K.M.Sakthivel, Veterinary College and Research Institute, Namakkal, Tamil Nadu 4.V.Uma, Veterinary College and Research Institute, Namakkal, Tamil Nadu	India	
	Coffee Break: 15 Minutes			
	<i>Impact of Emotional Intelligence on Quality of Work Life among Women Employees of ITES Companies: An Empirical Study.</i>	Sukanya. L Research Scholar, Bharathiar University, Coimbatore.	India	
	<i>Identifying The Socio-Economic And Socio-Justice Impact Of Newly Introduced Nuclear Energy Projects In India</i>	Sunitha P.N, Research Scholar, Nuals, Kochi	India	

	<i>Implementation of Government Service Support to Citizen By Means Of e-Governance In Kerala State.</i>	1.Bindu N, Research Scholar under (FDP,SNC, Cherthala), Department of Futures Studies, University 2.Dr.Ajayakumar .V, Research Guide, Department of Futures Studies ,University Of Kerala.	India
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