



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.



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Principal, Tharananellur Arts &
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**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
Khon Kaen University,
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Dr. Aparna J Varma
Dean Academics, Tharananellur
Arts & Science College,
Irinjalakuda.



Dr. Divya George
IQAC Coordinator,
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



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 | USD 140 |

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 | INR 2000 | 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 Account holder:
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



- 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, 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

Customer Relationship

Marketing and Consumer Behaviours
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

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

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 Management

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

Poverty and economic Development

Microfinance
Social Capital
Poorentrepreneurship
Women entrepreneurship
Gender equity
Sustainable Development
Corporate Social Responsibility
Corporate Governance