

# Report

## Second International Conference on Social Sciences (ICSS II): Empowering Communities through Inclusive Social Change - Challenges and Opportunities

To download this report:

**6 & 7 March 2025**

Tharananellur Arts and Science College,  
Irinjalakuda, Thrissur, Kerala, India



**in Collaboration with**

DMI St. Eugene University, Lusaka, Zambia



By

Dr. Paul Jose P, Principal





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By

Dr. Paul Jose P, Principal

To watch the Inaugural Function of the  
Second International Conference on Social Sciences (ICSS - II):

[https:// www.youtube.com/ live/ B-IZgmv668s](https://www.youtube.com/live/B-IZgmv668s)

To watch the Cultural Programmes and the Welcome Dinner of the  
Second International Conference on Social Sciences (ICSS - II):

[https:// www.youtube.com/ live/ 26n7HjxQL4iI](https://www.youtube.com/live/26n7HjxQL4iI)

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Certificate ID: ICSS-II-AP-001



# CERTIFICATE OF APPRECIATION

*This certificate is proudly awarded to*

DMI-St. Eugene University  
Lusaka, Zambia

*in recognition of its valuable collaboration in the "Second International Conference on Social Sciences (ICSS II) - Empowering Communities through Inclusive Social Change" organised on 6 & 7 March, 2025 by Tharananellur Arts & Science College, Irinjalakuda, Kerala, India in collaboration with DMI-St. Eugene University, Lusaka, Zambia. College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand, and St. Thomas College (Autonomous), Thrissur, Kerala, India. Thank you for your significant contributions to the success of this event.*

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



Certificate ID: ICSS-II-AP-002



# CERTIFICATE OF APPRECIATION

*This certificate is proudly awarded to*  
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*in recognition of its valuable collaboration in the "Second International Conference on Social Sciences (ICSS II) - Empowering Communities through Inclusive Social Change" organised on 6 & 7 March, 2025. The Conference was hosted by Tharananellur Arts & Science College, Irinjalakuda, Kerala, India in collaboration with College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand, St. Thomas College (Autonomous), Thrissur, Kerala, India, and DMI-St. Eugene University, Lusaka, Zambia. Thank you for your significant contributions to the success of this event.*

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

Certificate ID: ICSS-II-AP-003



# CERTIFICATE OF APPRECIATION

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**St Thomas College (Autonomous),**  
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*in recognition of its valuable collaboration in the "Second International Conference on Social Sciences (ICSS II) - Empowering Communities through Inclusive Social Change" organised on 6 & 7 March, 2025. The Conference was hosted by Tharananellur Arts & Science College, Irinjalakuda, Kerala, India in collaboration with College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand, St. Thomas College (Autonomous), Thrissur, Kerala, India, and DMI-St. Eugene University, Lusaka, Zambia. Thank you for your significant contributions to the success of this event.*

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**Dr. Paul Jose P**  
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Science College, Irinjalakuda

Certificate ID: ICSS-II-AP-004



# CERTIFICATE OF APPRECIATION

*This certificate is proudly awarded to*  
**Namboodiris College of Teacher Education**  
**Irinjalakuda, Thrissur Dt. Kerala, India**

*in recognition of its valuable collaboration in the "Second International Conference on Social Sciences (ICSS II) - Empowering Communities through Inclusive Social Change" organised on 6 & 7 March, 2025. The Conference was hosted by Tharananellur Arts & Science College, Irinjalakuda, Kerala, India in collaboration with College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand, St. Thomas College (Autonomous), Thrissur, Kerala, India, and DMI-St. Eugene University, Lusaka, Zambia. Thank you for your significant contributions to the success of this event.*

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

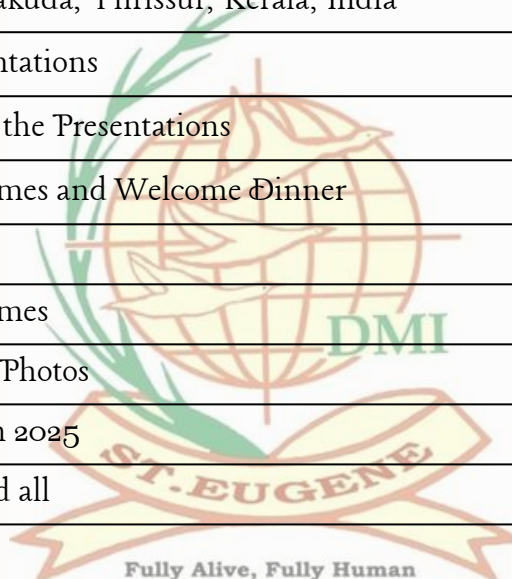




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## Preface

The Second International Conference on Social Sciences (ICSS – II) with the theme “Empowering Communities through Inclusive Social Change: Challenges and Opportunities” is the sequel to the First International Conference on Social Sciences (ICSS – I). While the First International Conference focused on the theme of “Fostering Entrepreneurial Mindset in Higher Education, this one concentrates on empowering communities through inclusive social change. This theme addresses pressing social challenges and emphasizes the importance of inclusivity and community empowerment. We also emphasize the importance of education as a tool for social transformation. Marginalized groups, including girls, children with disabilities, and those in poverty-stricken areas, face barriers to education. For instance, 40% of countries have not achieved gender parity in primary education. Geographic disparities persist, with regions like Sub-Saharan Africa struggling with qualified teachers, besides the lack of access to Information and Communication Technology (ICT), skills, and resources. The key objectives of choosing the conference-theme include encouraging interdisciplinary dialogue among scholars and policymakers across the globe, promoting research, and building partnerships between academia, government, and institutions to implement sustainable solutions to the questions looming large while addressing the challenges in modern education. Partnerships with various institutions from different spheres are essential for building an educated generation in the contemporary world. This Conference is a humble beginning in this direction.

I am particularly grateful to our partners and collaborators, especially DMI St. Eugene University, Lusaka, Zambia, and the College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand, for their support and cooperation. Your involvement, especially financial, has been instrumental in shaping the success of this conference. I express my deepest appreciation to the organising committee for your tireless efforts and dedication in bringing this endeavour to success. To our speakers and presenters, thank you for sharing your insights and expertise. Your contributions have enriched our discussions and provided new perspectives on the complex issues we face.

## Personal Reflections

As we gather here today, I am reminded of the power of collaboration and the impact that collective efforts can have on shaping our future. Social sciences play a crucial role in helping us understand and address the challenges of our time, from inequality and injustice to sustainability and human rights. I hope that the discussions and connections made here will inspire us to continue working together toward creating a more equitable and just society. In closing, I would like to express my sincere thanks once again to everyone involved in making this conference a success. Your support, engagement, and contributions have made this event truly memorable. Thank you all for being part of this remarkable journey. I wish you a wonderful stay here and look forward to our continued collaboration.



## Introduction

The Second International Conference on Social Sciences (ICSS-II) was organised at Tharananellur Arts and Science College, Irinjalakuda, Thrissur, Kerala, India, on 6th and 7th March 2025. This conference follows the success of the First International Conference on Social Sciences (ICSS-I) organised on 07 and 08 March 2024. The present Conference is jointly organized by Tharananellur Arts and Science College, DMI St. Eugene University, Lusaka, Zambia, and the College of Graduate Study in Management, Khon Kaen University, Thailand, along with Namboodiris College of Teacher Education, Kerala, India.

### Objective

The primary objective of ICSS-II is to foster dialogue among scholars, researchers, and practitioners from around the world. It aims to address contemporary challenges in research through collaborative research and dialogue, contributing to the advancement of knowledge in the social sciences.

### Key details

Dates: 6 and 7 March 2025

Venue: Tharananellur Arts and Science College, Irinjalakuda, Thrissur, Kerala, India

#### Organizers:

1. Tharananellur Arts and Science College, Thanissery, Thrissur, Kerala, India
2. DMI St. Eugene University, Lusaka, Zambia
3. College of Graduate Study in Management, Khon Kaen University, Thailand
4. St Thomas College (Autonomous), Thrissur, Kerala, India, and
5. Namboodiris College of Teacher Education, Kerala, India

**Submission Deadline for Papers:** The deadline for submitting papers was first decided to be 10 December 2024 (for abstracts/ proposals) and 10 February 2025 for full papers but subsequently extended to 26 February 2025, as presenters from various places requested.

**Notification of Acceptance:** 01 March 2025

**Organising Committee:** The Conference's organisation was overseen by a committee of 31 academicians from various universities and institutes in India and abroad, in addition to the academic advisory board members of Tharananellur Arts and Science College.



## Organising Committee

**Jathavedan  
Namboothiripad**  
Manager, Tharananellur Arts & Science  
College, Irinjalakuda, Kerala, India



**Dr. T. X. A. Ananth**  
President - University Council  
DMI - St. Eugene University,  
Lusaka, Zambia



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



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



**Fr Dr. Martin K, Principal**  
St Thomas College (Autonomous)  
Thrissur, Kerala, India.



**Dr. Bilal Ahmad  
Pandow**  
(Keynote Speaker)  
Bahrain Polytechnic



**Dr. Sakchai Jarernsiripornkul**  
Dean, MBA- English & Chinese Program  
College of Graduate Study in  
Management  
Khon Kaen University, Thailand



**Prof. Dr. C S Biju**  
Principal, SH College,  
Thevara, Kochi, Kerala, India



**Dr. Chuanchen BI**  
(Keynote Speaker)  
Asst. Dean ,Khon Kaen University  
Thailand



**Dr. Bodee Putsyainunt**  
Department of Economics  
Khon Khaen University  
Nongkhai Campus, , Thailand



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



**Dr. P Rameshan**  
Professor Strategic Management  
Indian Institute of Management  
Kozhikode, Kerala, India



**Dr. Vinnaras  
Nithyanantham**  
Professor  
School of Doctoral studies  
Unicaf University, Cyprus



**Dr. Tiwa Park**  
Dean of International Programme  
Thai Nichi Institute of Technology  
Bangkok, Thailand



**Dr. Harinarayanan K R**  
Principal  
Namboodiris College of  
Teacher Education  
Irinjalakuda, Kerala, India



**Dr. V. Balachandran**  
Dean  
School of Business Studies  
Central University of Kerala,  
Kasargod, Kerala, India



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



**Ms. Shilpa  
Vishwanathan**  
Founder, Shilpa Viswanathan  
and Associates, Coimbatore,  
Tamil Nadu, India



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



**Dr. Geethu Elizabeth  
Thomas**  
St. Thomas College (Autonomous),  
Thrissur, Kerala, India



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



**Dr. K.S. Ravichandran**  
KSR & Co Company Secretaries  
LLP, Coimbatore, Tamil Nadu,  
India



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



**Dr. Riyas Y.**  
Assistant Professor TKM College  
Kollam, Kerala, India



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



**Dr. Faith Kurete**  
Women's University in Africa  
Department of Social Sciences.



**Abigail Chisala**  
Dean of Student Affairs  
and Lecturer, Unicaf  
University Zambia



**SR. MUKOMA AGNESS FMA.**  
HEAD TEACHER DON BOSCO DAY  
SECONDARY SCHOOL, LUWINGU, ZAMBIA.



**Clement NDINDAH NDIFOR**  
Program Leader for PhD in Business  
Administration,  
Unicaf University, Cyprus.



**Dr. Daniel LUPIYA**  
**MPOLOMOKA**  
Dean, School of Education,  
Humanities and Social Sciences  
Unicaf University, Zambia



**FR. PETER MUBIANA**  
OFM Cap.  
ST. PIO FRIARY  
LUSAKA, Zambia

## 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

### 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

### Education

Holistic Education in NEP2020  
ICT infused Education & E-Learning  
Inclusive Education  
Innovative Pedagogical Practices  
Artificial Intelligence in Classroom  
Learning  
Brain-Based Learning  
cognitive strategies, Consciousness  
Studies and memory training  
Behavioural and cognitive neuroscience  
Creativity and efficient learning  
Analogy learning  
Educational Issues of Minorities, Weaker &  
Marginalized Sections  
Gender Issues in Education.  
Curriculum Development & Evaluation  
Educational Applications of LMS & Social  
Media Platforms  
Education for Sustainable Development



## Finance

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

## Law

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

## Literature

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

## Poverty and economic Development

Microfinance  
Social Capital  
Poorentrepreneurship  
Women entrepreneurship  
Gender equity  
Sustainable Development

## Corporate Social Responsibility

Corporate Governance

## 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

## 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

## 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

## General Management

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

## 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

Inauguration of the  
Second  
International  
Conference on  
Social Sciences  
(ICSS - II)

**Venue: Tharananellur Arts &  
Science College, Irinjalakuda,  
Kerala, India**



DATE: 06 March 2025

9.15 am	Prayer	Ms. Vedambika KJ
9.20 am	Welcome address	Dr Paul Jose P, Principal, TASC
9.30 am	Presidential address	Mr. Jathavedan Namboodiripad, Manager, TASC
9.38 am	Inaugural address	Mr. Vasudevan Namboodiripad, Patron, TASC

Messages

Dr. T X A Ananth, President - University Council  
DMI - St. Eugene University, Lusaka, Zambia

Dr. Ulrike Guelich, GEM Thailand Research Team Leader and Faculty  
at Bangkok University, Bangkok, Thailand

Prof. Dr. Vinnaras Nithyanantham, UNICAF University, Cyprus



Mr. Davis Itoop, CEO, Global Auto Parts, Qatar

Dr. Tiwa Park, Dean of International Programme,  
Thai Nichi Institute of Technology, Bangkok, Thailand

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Khon Khaen University Nongkhai Campus, Nong Khai, Thailand

Dr. Sakarin Nontapot, Associate Professor Department of Economics,  
Khon Khaen University Nongkhai Campus, Nong Khai, Thailand

Dr. Harinarayanan, Principal, Namboodiris College of Teacher Education,  
Irinjalakuda, Thrissur District, Kerala, India



10.20 am

Keynote: Dr Bilal Ahmad Pandow,  
Bahrain Polytechnic, Bahrain

10.50 am

Keynote: Dr Chuanchen BI, Asst. Dean,  
College of Graduate Study in Management,  
Khon Kaen University, Khon Kaen, Thailand

12.15 pm

Lunch Break

1.00 pm: Paper presentations at four different venues

4.30 pm: Dispersal for the evening programme

Evening Programme & Welcome Dinner

6.30 pm: Words of Thanks : Dr. Paul Jose P, Principal, TASC

6.40 pm: Cultural Programme

8.15 pm: Good night

## Welcome speech Dr Paul Jose P

Good morning to all. “When the going gets tough, the tough get going”. This was the advice given by Joseph Kennedy, the father of John F Kennedy. The Management and Staff of Tharananellur Arts and Science College have decided to be tough because the going has become tough; someone/ some circumstances have resulted in our cheese being placed somewhere else. This organisational policy of taking on the tough circumstances has to be viewed against the fast-changing socio-economic and demographic fabric of the state of Kerala. Large-scale migration of the young to the West for higher education and the fast-changing demographic composition of the State have posed new challenges before us. An unofficial estimate of young students migrating to the West in search of better academic opportunities is somewhere near two hundred thousand during the last year alone. In other words, it means that not fewer than a hundred higher educational institutions are likely to be uprooted from the soil of the academic world because of this large-scale migration of youngsters. So goes the chances of brain drain which definitely affects the developmental variables of the State apart from the immediate unemployment among the teacher - community.

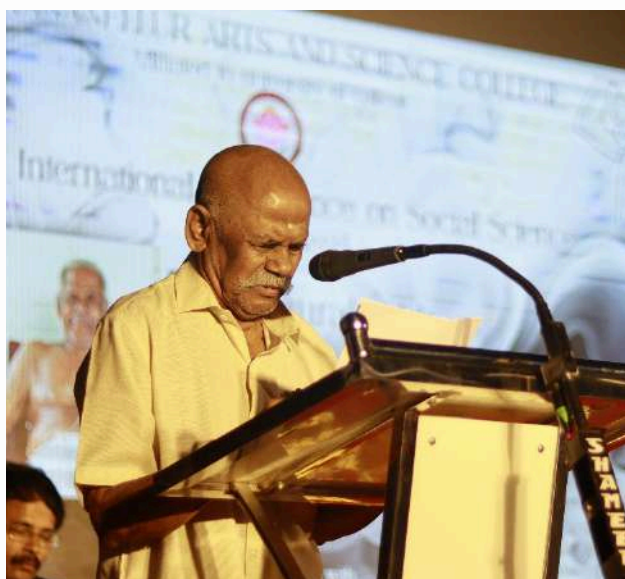
As an educational institution with a legacy of 42 years, we decided to welcome the challenges of change. If you do not grow, you die. If you do not take on changes, you die. Therefore, the inevitable outcome has to be welcomed - learn new ways of survival in the field. We decided to enhance our social visibility globally. Enhanced social visibility across the globe is a countermeasure to meet the challenges posed by the fast-diminishing number of students for higher education. We began the efforts last year with the First International Conference on Social Sciences (ICSS - I). This second edition of the international conference is the sequel to the First International Conference (ICSS-I).

Many distinguished personalities have come over here to grace this Conference. Welcoming all of you to this programme is the happiest duty I have to fulfill. I do welcome our loving Patron, Mr. Vasudevan Namboodiripad; my manager, Mr. Jathavedan Namboodiripad; the President of the University Council of DMI St Eugene University, Zambia, Dr. T X A Ananth; Dr. Bilal Ahmad Pandow from Bahrain Polytechnic, who is here to deliver a keynote; Professor Dr. Vinnaras Nithyanantham from the School of Doctoral Studies, Cyprus; Dr Bodee Putsyanunt from Khon Kaen University, Thailand; Dr Cuanchen BI, Asst. Dean, Khon Kaen University, Thailand, who will join us online for a keynote; Principal of St. Thomas College, Kerala, India Fr. Dr Martin Kolambrath; Dr. Ulrike Guelich from Bangkok University, Thailand; Mr. Davis Ittoop, CEO of Global Auto Parts, Qatar; Sr. Mukoma Agnes FMA from Zambia; Dr Lajwanti M Jethwani from Christ University, Bangalore; Dr Pallikkara Rameshan, Professor, Indian Institute of Management,

Kozhikode, Kerala, India; Ms Shilpa Vishwanathan, Founder, Shilpa Viswanathan and Associates, Coimbatore, Tamil Nadu, India; Dr Sakchai Jarernsripornkul, Dean, MBA- English & Chinese Program, College of Graduate Study in Management, Khon Kaen University, Khon Kaen, Thailand; Dr Tiwa Park, Dean of International Programme, Thai Nichi Institute of Technology, Bangkok, Thailand; Dr Harinarayanan K R, Principal, Namboodiris College of Teacher Education, Irinjalakuda, Kerala, India.

Distinguished academicians, who have come to present papers, online presenters, other guests, my colleagues and students, I extend the warmest welcome to you all. Thanks.

### **Inaugural Address** **Mr. Vasudevan Namboodiripad**



Mr. Vasudevan Namboothiripad, Patron

Good morning distinguished guests, esteemed scholars, and dear students, It is with immense pleasure and pride that I stand before you today to inaugurate the Second International Conference on Social Sciences (ICSS-II). This prestigious event, taking place on the 6th and 7th of March 2025, brings together a diverse community of researchers, academicians, and thought leaders to address some of the most pressing challenges in the realm of social sciences. The theme of this conference—focused on fostering collaborative research and dialogue—is both

timely and significant. Addressing these issues has never been more critical. Conferences like ICSS-II provide a vital platform for interdisciplinary exchange, enabling us to bridge gaps between theory and practice. Tharananellur Arts and Science College has long been a beacon of academic excellence in Kerala. By hosting this international conference, the institution reaffirms its commitment to nurturing intellectual growth and fostering meaningful discussions that transcend borders. I commend the organizers for their vision and dedication in creating a space where ideas can flourish and solutions can emerge. Over the next two days, we will witness a confluence of ideas as experts from various disciplines share their insights on topics ranging from sociology to political science, psychology to cultural studies. These discussions will not only deepen our understanding of societal dynamics but also inspire new approaches to address contemporary issues. In conclusion, I extend my heartfelt gratitude to all participants for their contributions to this conference. With great anticipation, I hereby declare the Second International Conference on Social Sciences officially open. May this conference be a resounding success! Thank you.



## Presidential Address



Mr. Jathavedan Namboodiripad, Manager, Tharananellur Arts and Science College

Namaskaram! Dignitaries on the dais, distinguished personalities, scholars, staff, and well-wishers, a warm welcome to the courtyard of Tharananellur. I am very happy and proud to be here to chair the inaugural ceremony of the Second International Conference on Social Sciences (ICSS – II). This gathering is highly significant in the present educational scenario, especially, in Kerala. I hope this Conference will provide ample room for presenting novel views, ideas, and trends in all areas of social sciences. I am taking this opportunity to extend our thanks and regards to all academicians, scholars, colleagues, well-wishers, media persons, and students who have gathered here to

make this conference a success. While standing here, I feel the gravity of the efforts taken by our principal, Dr. Paul Jose P, the faculty from St. Thomas College, Thrissur, Mr. Aajesh Antony, and all members of the organizing committee. I would like to extend our gratitude towards Federal Bank Limited for supporting us as usual upholding their slogan “A Perfect Banking Partner”. Once again thank you one and all for being with us today. Have a good day. Loka Samastha Sukhino Bhavanthu.

## Messages



Dr. Ulrike Guelich, GEM Thailand Research Team Leader and Faculty in Bangkok University, Thailand

Good morning to Kerala. Thank you, Principal Dr. Paul Jose for inviting me to give a welcome address to the Second International Conference on Social Sciences (ICSS -II) that takes place today at Tharananellur. Dear participants, dear researchers, dear representatives of universities, and students who I heard joining as well, those who know me know that I have been an entrepreneur for 25 years of my life. And, I started a business, was a fourth generation successor in a family business and co-founded a high-tech, high start, high-growth business. And, when on day three, after I joined Bangkok University, a research project

was actually dumped on my table, I felt like having a new startup. and that is why I want to address to you that research is like creating a start up. and, the downside is nine out of ten startups fail. And so, you as a researcher, nine out of ten might not make it into that high-ranked journal, might not get the publication in that prestigious journal because you will be rejected.

Now, there are five characteristics of startups that make them successful. I think they also apply to your research and the work you do on your research. Number one, the product has to be perfect for the market. The same applies to you. Your product needs to fill a market need; needs to fill a gap. It needs to be perfect for the market it addresses. So, if you are going to spend time making a product, then also spend time making sure it is the right product for the right market. Number two, the product has a unique selling point, a USP. Your research; what is the research question? Which gap does it fill? Is there something that lets us say, wow, when we read your paper, something unique, something we haven't heard?

Number three, an entrepreneur will not ignore anything. They have a great idea, a great product. They have a strong team. So do you. What do they lack? Everything is organic; also in research. Roles and responsibilities will overlap. Small things can turn into large things. There are issues with the research process, the research model, and what to do with the research findings. So you have to work on your research, not in your research.

Number four, startups grow fast. Research grows fast. The body of research, of literature, grows fast. If you do not, as a researcher yourself, do not grow fast enough, you will most likely fall behind. Growth leads to more growth, which leads to even more growth. If you do not grow yourself and your body of knowledge, you'll be shrinking.

Number five, a startup team knows how to recover. Because you need the ability also in research to change the product, to adjust the product to a different plan, to take up a new approach, to shift your focus, and maybe even to tear down your whole research and start all over again.

And, it is about recovering from those blows when you get rejected, maybe even rejected from a great conference, which can happen. So teams that are able or researchers that can recover, you have to get through. Having a co-founder might help, and having a co-author might help here as well. So, in conclusion, if your startup and your research as a startup, plus you are lucky, because you have been able to do something that 90% of others have not, you may be successful. Even though there's always a lot of luck involved in success stories, these five reasons are more humble reasons why others might be successful. A product that meets a need, a unique selling point, not ignoring anything, growing your knowledge fast, and recovering from a blowback will be successful. If you have got these five characteristics, then, I think you are setting yourself up for major success. And this is what I wish all of you. I wish all of you big success today and tomorrow in your presentations and in your researcher life and take it as a startup and go for it. Thank you very much and all the best.





Dr. T. X. A. Ananth

President - University Council  
DMI - St. Eugene University,  
Lusaka, Zambia

It is with great pleasure that I extend my heartfelt congratulations to all the participants, organizers, and contributors who made the Second International Conference on Social Sciences (ICSS - II) an immense success. This remarkable event was made possible through the fruitful collaboration between DMI - St. Eugene University, Lusaka, Zambia, and Tharananellur Arts and Science College, India. Our joint effort has provided a unique platform for thought leaders, scholars, and professionals from diverse disciplines to come together and engage in meaningful dialogues about the future of social sciences. The ICSS - II was not just a conference, but a celebration of intellectual exchange and academic

excellence. The conference successfully addressed some of the most pressing issues in the field of social sciences, including global challenges, the role of technology in society, sustainable development, and the importance of cultural integration in a rapidly changing world. The diverse perspectives shared by esteemed speakers from various countries have enriched our collective understanding and have inspired innovative solutions to global problems.

At DMI - St. Eugene University, we remain committed to fostering academic partnerships that not only enhance the educational experience for our students but also contribute to the broader academic community. This conference exemplifies the power of international cooperation in advancing research, promoting knowledge sharing, and strengthening global academic networks.

We are especially grateful to Tharananellur Arts and Science College for their unwavering commitment and dedication to this cause. Their expertise and vision have been invaluable in making ICSS-II a resounding success. The synergy between our institutions underscores the importance of collaboration in achieving common goals, as we work together to address the challenges and opportunities that define our interconnected world.

As we reflect on the outcomes of this conference, we are filled with a sense of optimism and hope. The knowledge gained, the partnerships formed, and the ideas exchanged will undoubtedly contribute to the growth of social science research and its application in addressing real-world issues. I firmly believe that the ICSS - II will have a lasting impact on all participants, sparking new ideas, promoting global cooperation, and inspiring future generations of scholars as this conference serves as a crucial platform for scholars to share insights, and develop collaborative strategies to tackle complex social challenges. We believe in evidence based research, because only that will help in providing policy directions. The discussions and findings arrived at this conference will serve this purpose, I hope. This conference should provide an opportunity to empower participants with knowledge and skills that can be applied within their communities.

Finally, I would like to express my deepest gratitude to all those who supported and participated in this event. Your contributions have not only enriched the conference but have also helped us further our mission of academic excellence and global collaboration. We look forward to continuing this journey of learning, growth, and cooperation with all our partners in the future.

Thank you for your unwavering commitment to the advancement of social sciences.



Prof. Dr. Vinnaras Nithyanantham, Unicaf University, Cyprus

Today's education expects effective knowledge from the new findings about society and culture. In the field of social science, all young researchers try to apply the latest methods to find and learn about people and institutions so that they can explore the truth of social life that will provide various needs of the present generation of people. Social science can open up debate and give us a say in shaping our collective future. Developed as a field of study in the nineteenth century, it helped people understand the consequences and

application of the new technologies of the age. Different socio-economic groups belonging to different parts of a country think differently. Various aspects of human behaviour need to be addressed to understand their thoughts and feedback about the social world, which can be done using social sciences research. Any topic can trigger social sciences research – a new feature, a new market trend or an upgrade in technology. Being researchers, we should understand that 'there should be no research without action, and no action without research' as advocated by the famous German-American psychologist Kurt Lewin. The opportunities are in the hands of all educators as a result of the advanced technological empowerment in the field of education today including the strides in AI. Nowadays, there are several research opportunities open to researchers and academicians to find new ways in the field of social sciences facilitated by conferences, seminars, books and journals. And, the tenet that 'Research is to see what everybody else has seen, and to think what nobody else has thought' by Albert Szent Gyorgyi becomes a feasible idea only. So, all the researchers, and educators gathered here should try their best to give facts transcending the limitations of data and information to the future generation. Once A. P. J. Abdul Kalam said, 'When learning is purposeful, creativity blossoms, when creativity blossoms, thinking emanates. When thinking emanates knowledge is fully lit. When knowledge is lit, the social economy flourishes'. This powerful word of our role model leader should reflect with the young generation of every nation today. Best wishes.

Very good morning to all. My name is Davis Itoop. Presently, I live in Qatar. I am one of the academic advisory board members of Tharananellur Arts and Science College. I am sorry that I cannot attend the function in person, as I have some commitments in Qatar. First of all, I would like to congratulate the management and the Principal, Dr Paul Jose P, for organising this International Conference and also to



Mr. Davis Itoop, CEO Global Auto Parts, Qatar

thank you for inviting me to this prestigious function. I am glad that you have selected one of the most appropriate themes for the Conference - Empowering the Community through Inclusive Social Change. It is the need of the hour. It is high time that we were enlightened about the importance of the need of inclusiveness for the betterment of the society. The success of the person depends upon his or her usefulness to others - to the members of the society. Inclusive social change emphasises the importance of creating an environment where everyone feels value, being respected and empowered to contribute regardless of his identity, background or perspective. Such empowerment builds inclusive, just and resilient societies where citizens have voice and the government listens. It supports growth and poverty reduction. I feel honoured to be a part of the organisation and hope and pray for an egalitarian society with absolute inclusiveness. Once again I thank everyone connected with the Conference.



Dr. Tiwa Park, Thai Nichi Institute  
of Technology, Bangkok

Good morning everyone. It is an honour to stand before this gathering of brilliant minds, researchers, professors and students. Today, I don't want to just share theories or statistics. I want to take you on a journey. A story of transformation. Let me start with this story. In a small village, there was a small girl named Ameena. She was bright and eager to learn, but her community had no school for girls. But, the change started with one person. A teacher who decided that education should not be the privilege of a few, but the right for all. Against all odds, he gathered resources, involved the community and over time the village built its first school for girls. Ameena joined the school and went on to become a leader advocating for education in other communities. This is

not just Ameena's story. It is the story of countless communities facing barriers, yet finding pathways to change. It shows that social transformation does not begin with large institutions or governments alone. It begins with individuals who dare to challenge the status quo. Yet, we cannot ignore the challenges. Inclusive social change demands that we confront deep-rooted inequalities, go through resistance and economic limitations. Change is never easy. It requires policies that reflect the voices of the marginalised. **Education is first to open** minds and systems that bridge rather than deepen the divides. Here is where the opportunity lies. We live in an era when technology connects us, knowledge empowers us and awareness drives action. If a single teacher could change Ammenas world, imagine what we scholars, educators and future leaders can achieve together. Our role is not just to study social change, but to be active agents of it. So, I leave you with this thought: the world will not change simply because we discuss change, it will change because we step forward, take action and refuse to accept exclusion as the norm. Let us not just be the researchers of social change, let us be the force behind it. Thank you



Dr. Jose George Pottakkal, Head,  
Western Himalayan Regional Centre  
National Institute of Hydrology  
Jammu & Kashmir (INDIA)

I am very glad to know that Tharananellur Arts & Science College, Irinjalakuda, Thrissur District, Kerala, India will be organizing the Second International Conference on Social Sciences (ICSS-II): Empowering Communities through Inclusive Social Change - Challenges and Opportunities, in collaboration with St. Thomas College (Autonomous), Thrissur & DMI-St. Eugene University, Lusaka, Zambia, and College of Graduate Study in Management, Khon Kaen University, Thailand on 6 & 7 March 2025. While India as a country is home to a multiplicity of languages, cultures, religions and races, we have over the millennia, found a unity of identity and purpose and in our honourable Prime Minister's words, is on its way to be the Viswa Guru or World's Teacher to the comity of nations. Although several pressing challenges assail the humankind in the emerging century, I do believe that together under God we can transform them into vehicles of social change, when we are united in our good purpose. For this, taking on board diverse people groups and rendering of reality and learning from experiences of the other is crucial. I take this opportunity to congratulate the organisers of ICSS-II for choosing such a timely theme of empowerment of the marginalised and underrepresented people of the world as a means of building a better world. It is also laudable that you could rope in partners from India, South East Asia and Sub-Saharan Africa for this interdisciplinary dialogue among scholars and policy makers across the globe. The deliberations at ICSS-II would, I believe, serve as a vision document that would inform strategies to the challenges in inclusive development of marginalised communities around the world. I send my best wishes to the organizers and the participants for a successful and memorable conference in God's own country.



Dr. Sakchai Jarernsiripornkul  
Dean, College of Graduate Study in  
Management, Khon Kaen  
University, Thailand

Ladies and gentlemen, my honorable colleagues, dear guests, and also distinguished participants, good morning. It is my great privilege and honor to welcome all of you to the second international conference on social sciences. This is Dr. Chuanchen Bi. On behalf of my Dean, Dr. Sakchai, from the College of Graduate Study in Management at Konkai University, as a co-host for this Second International Conference on Social Sciences. It is my great pleasure to be here with all of you today. First and foremost, I wish to express my sincere gratitude to the organizing committee, to the principal of this college, for hosting this significant gathering and to the organising committee

members for their great effort in making this event a reality. This conference represents a crucial opportunity for us to come together as a global community of scholars, professors, students, thinkers, and also participants to explore the dimensions of social sciences. The theme in this second international conference on social sciences has a great dimension in terms of the heart of social science, which is bridging the gaps, fostering understanding, and solving the pressing issues facing society today. Those pressing issues may come from your country, my country, our neighbouring countries,

and even from the world as a whole. In an increasingly interconnected world, the role of social science in addressing social challenges has never been more relevant or more urgent for us to consider. Over the course of this international conference, we will engage in rich discussions and debates questions and answers, sharing ideas, experiences, sharing our academic works, and also insights with all the participants, whether on-site or online. We are privileged to host a diverse group of speakers and participants who will contribute their knowledge, their studies, their expertise, their experience, and also different cultural perspectives. To all the presenters and the panelists, I thank you for being here, no matter on site or online, for your readiness to share your work and contribute meaningfully to our collective understanding. And also to the attendants, to the participants, your passion for learning and engaging in dialogue is what makes this event valuable and transformative. So, let us remember that this international conference is not just an academic event, but a call to action, which calls us to think creatively, to question critically, and to serve for the solution that contributes to the betterment for our society. It is an opportunity to recommit ourselves to academic excellence and social responsibility. I hope that your time here is both intellectually stimulating and personally rewarding. May this international conference inspire new ideas, foster meaningful partnerships and advance the field of the social sciences in a significant ways. Once again, welcome and thank you all participants. I look forward to our discussion and the progress we will achieve together. Thank you so much. Have a good day.



Sr. Mukoma Agness FMA  
Head Teacher, Don Bosco  
Day Secondary School, ,  
Luwingu, Zambia,

I am Sr. Agness Mukoma FMA, (belonging to Daughters of Mary Help of Christians), working in Luwingu, Northern part of Zambia. I am at a school called Don Bosco Day Secondary School. Although it is a school that starts from ECE (Early Childhood Education), it is a primary and secondary school too. We have a total of 1,289 students.

I am very grateful that I have this opportunity to send a greeting, wish, and success to the Second International Conference on Social Sciences (ICSS-II). It is a blessing, I would say, that in the First International Conference (ICSS-I) in 2024, I also participated. I learned a lot from all those who presented and how the program was organized. Indeed it was excellent and I appreciate that. This year's theme is "Empowering Communities

through Inclusive Social Change: Challenges and Opportunities. The theme helps us to deepen our understanding of climate change and how we can contribute to building up and helping ourselves and everyone else to have a sustainable world by following and implementing all that it entails.

Secondly, it has the importance of inclusivity and community empowerment which allows the partners like the government, other institutions, communities, and families to work together so that we can find a way out to face the challenges that we are facing today due to the climate change and other resultant factors. Climate change is bringing a lot of challenges to humankind, especially, to women, girls, and young people. They have to be educated to come out from these challenges which we are facing today



so that they too become the soldiers in fostering empowerment in their families, among friends, and in communities and make a change - a social change. I would love to say that I had the privilege, in 2024, to participate in the First International Conference on Social Sciences (ICSS-I) organized by Tharanallur Arts and Science College. This year another opportunity has been given to me; I can even participate despite I am geographically separated from the venue. But, technology has enabled me to follow all the proceedings of the Second International Conference on Social Sciences. I presume and pray that it will be a continuation in time to come for many more people to come on board to share more ideas and new impulses to make a better world where we are partners in this journey.

I take this opportunity to wish the best of everything to all the participants and organizers of this conference on social sciences. Thank you.



Dr. Fr. Martin K  
Principal, St. Thomas College (Autonomous)

Good morning to everyone present here. Manager of Tharananellur Arts and Science College Mr. Jadavedan Namboothiripad; Patron of the College, Mr. Vasudevan Namboothiripad, Principal, Dr. Paul Jose P esteemed dignitaries on and off the dais, faculty members, students, delegates, and those joining us online, first and foremost, I would like to extend my heartfelt congratulations to Tharananellur Arts and Science College for co-organizing this remarkable two-day conference in collaboration with institutions of high repute from both within and outside our country. My sincere appreciation goes out to the staff, management and principal for their commendable efforts in making this event a reality.

We find ourselves at a critical juncture in history where the social fabric of our society is increasingly strained. This makes the theme of this conference—Empowering Communities through Inclusive Social Change - Challenges and Opportunities sciences—both timely and essential. The focus on empowering communities through inclusive social change is particularly relevant as it addresses pressing challenges while emphasizing inclusivity and community empowerment as tools for sustainable transformation.

Reflecting on our past, I am reminded of the ancient Gurukula system of education that once thrived in our country. This system prioritized enlightenment as the ultimate goal of education over mere professional training. Every student was nurtured towards achieving enlightenment—a state of calmness, serenity, and self-awareness. Once enlightened, individuals could excel in any profession while maintaining inner peace and balance. This approach underscores that education should aim to mold enlightened individuals rather than merely prepare them for specific careers. Unfortunately, modern education often prioritizes job-oriented training over holistic development. It is crucial to revisit and integrate elements of our age-old educational philosophy to ensure that enlightenment remains the cornerstone of learning. By doing so, we can create a society where individuals are skilled, compassionate, thoughtful, and socially responsible.



Dr. Bodee Putsyainunt, Department of Economics  
Khon Khaen University, Nongkhai Campus,  
Nong Khai, Thailand

It is a profound pleasure to stand before you today. I am Bodee from Thailand, and I feel truly delighted to have this opportunity to return to this cherished place once again. My connection with this institution and its people dates back to 2015—nearly a decade of enriching experiences and meaningful interactions. Over the years, I have been fortunate to visit almost annually whenever the opportunity arose, and each time has felt like coming home. This conference holds a special place in my heart, not only for its academic significance but also for the warmth and camaraderie it fosters. It is always a joy to reconnect with old friends, meet new colleagues, and engage with brilliant academics who inspire me with their insights and dedication. These gatherings are more than just academic events—they are celebrations of shared knowledge, mutual respect, and enduring friendships. I would like to take a moment to express my heartfelt gratitude to Dr. Paul Jose P for making this visit possible once again. Your unwavering support and hospitality have made this place feel like my second home, and for that, I am deeply thankful. As we embark on another enriching chapter of academic discussions and collaborations, I look forward to learning from all of you and contributing in whatever way I can. May this conference continue to inspire us all to strive for excellence and foster a spirit of unity in addressing the challenges of our world. Thank you very much, and I wish you all a wonderful day ahead!



Dr. Sakkarin Nontapot, Associate Professor, Department of  
Economics Khon Khaen University, Nongkhai Campus, Thailand

Good morning everyone. It is a great honour to be here today at the Second International Conference on Social Sciences (ICSS-II). I am Associate Professor Dr. Sakkarin from Khon Kaen University, and I am delighted to join this esteemed gathering for the very first time. This conference provides a wonderful opportunity for academics and researchers to present their work and engage in meaningful discussions about the evolving landscape of social sciences. While Artificial Intelligence (AI) undoubtedly

plays a crucial role in shaping our future, I believe that social sciences form the foundational framework upon which all advancements are built. Social sciences help us understand human behavior, societal structures, and cultural dynamics—essential elements for navigating the complexities of modern challenges. I sincerely hope that everyone participating in this conference will find it both inspiring and enriching. Let us embrace this platform to share ideas, foster collaborations, and advance knowledge that contributes to a better world.

Finally, I would like to extend my heartfelt gratitude to Dr. Paul Jose P for giving me this opportunity to be part of such an impactful event. Thank you all, and I wish you a successful and enjoyable conference ahead.



Tharinarayanan, Principal Nambodir College of Teacher Education, Irinjalakuda, Thrissur, Kerala, India

Your contributions will undoubtedly enrich our understanding and inspire us to work together towards a more equitable and sustainable future. As we engage in meaningful discussions and debates over the technical sessions, I encourage you to share your perspectives, ask questions, and learn from one another. This seminar is a unique opportunity for us to forge new connections, strengthen existing ones, and collectively advance our knowledge and expertise. Once again, I welcome you all to this international seminar and wish you a productive, enriching and enjoyable experience. Thank you. Have a great day.

Respected chairman of this inaugural session,, Shri K.P. Jathavedan, other dignitaries on and off the stage, esteemed guests, distinguished speakers, and participants from around the world, good morning to all of you. It is my great honor to attend the inaugural session of the Second International Conference on Social Sciences, organized by Tharananellur Arts and Science College. Our college also is there, and St. Thomas College and foreign universities also there. Today we gather to share knowledge ideas and experiences on a topic that is of utmost importance to our global community. I would like to extend my warmest greetings and congratulations to the organizers, speakers and participants for making this event a reality.







# Schedule of Presentations







Schedule of Paper Presentation			
Venue I			
(Auditorium): Date: 06 March 2025; Time: 1.00 PM IST			
Faculty in Charge: Mr. Mukesh			
Session chair: Dr. Bilal Ahmad Pandow			
Those who are presenting online, please join using the following link			
<a href="https://meet.google.com/cvw-sjss-uya">https://meet.google.com/cvw-sjss-uya</a>			
Paper Code	Name of the author/ authors	Country	Name of the paper
ICSS06	Dr. R.Revathi	India	Climate Change issues and Challenges of Coffee Growers in Tamilnadu
	Dr PG Balasubramanian	India	
ICSS10	K R Swathykrishna	India	Effective water conservation practices to reduce water scarcity impacts on social welfare
ICSS36	Mestin PC	India	Land use for homestead Farming
ICSS18	Linfeng FEI	Thailand	Business Model Innovation and Consumer Behavior Analysis of Gyms with the concept of Internet
	Chuanchen BI	Thailand	
Date: 7 March 2025			
Time: 9.30 am			
ICSS19	Chunyan FANG	Thailand	Marketing Strategy for the Unique Purple Rice of Mojiang County
	Chuanchen BI	Thailand	
ICSS20	Hao LUO	Thailand	Entrance marketing strategies to Thai game market: a case of Guangzhou Light Story Visual Culture Media Co., Ltd
	Sakchai Jareansiripornkul	Thailand	
ICSS21	Linxing LI	Thailand	Sustainable Development of Jizu Mountain Scenic Area: A PEST Analysis
	Chuanchen BI	Thailand	
ICSS22	Fei GENG	Thailand	Problems of Market Approach and Income Approach in Real Estate Valuation
	Chuanchen BI	Thailand	

Venue: II (Multimedia Lab); Date: 06 March 2025; Time: 1.00 PM IST			
Faculty in Charge: Ms. Sreeja			
Session chair: Dr Ann Mary K			
Those who are presenting online, please join using the following link			
<a href="https://meet.google.com/bmt-ryzq-dee">https://meet.google.com/bmt-ryzq-dee</a>			
ICSSo1	Mehar Kaur Arora	India	Self esteem is impacted differently in men and women by their academic performance
	Saeel Shelar	India	
	Sara Shidhaye	India	
	Nishitha Singh	India	
	Reet Kandhari	India	
	Tanvi Sharma	India	
	Dr. Kamathenu U. K	India	
ICSSo2	Harriet Chanachi-Phiri	Malawi	Exploring Best Practices in Teaching and Learning Home Economics and Clothing and Textiles When Disintegrated: A Case Study of Malawian Secondary Schools
ICSSo3	Ida Kishore	India	Burnout in Higher Education Teachers: The Impact of Organisational Types and Gender on Perceived Social Support
	Krishna B Nair	India	
	Anusha Mitra	India	
	Anushka Dobhal	India	
	Lajwanti M Jethwani	India	
ICSSo4	Hibah Ali	India	Will Ambivalent Sexism in Women Hinder their Need for Achievement and Motivation?
	Narmada Bharadwaj	India	
	Diya Jaison	India	
	Hosanna Balwani,	India	
	Dr. Lajwanti M Jethwani	India	

Venue: II (Multimedia Lab); Date: 07 March 2025; Time: 9.30 AM IST			
Faculty in Charge: Ms. Sreeja			
Session chair: Dr Ann Mary K			
Those who are presenting online, please join using the following link			
<a href="https://meet.google.com/bmt-ryzq-dee">https://meet.google.com/bmt-ryzq-dee</a>			
ICSS30	Pelekelo P. Kabundula	Zambia	Inclusive Education: Advancing Equity, Access, and Participation for All Learners in Zambian schools.
	Abigail Nachilima	Zambia	
	Daniel Mpolomoka	Zambia	
ICSS31	Faith Kurete	Zimbabwe	Unstoppable: How Self-Determination Enhances Resilience of Women Entrepreneurs in Struggling Communities in Zimbabwe
	Motlalepule R Mampane	Zimbabwe	
ICSS32	Ishitha B Sanjay	India	The Impact of a Brief Mindful Eating Session on Food Enjoyment Within Indian Eating Practices
	Christiana Nongkhlaw	India	
	Keerthanaa Sai Kumar	India	
	Florence Laldinmawi	India	
	Dr. Lajwanti M Jethwani	India	
ICSS33	Prashansa Tolangi	India	A Comprehensive Study on the Impact of Attachment Styles on Conflict Management Techniques in Married Couples
	Gaatha Kamdar	India	
	Rhea Bhanga	India	
	Kakoli Das	India	
ICSS34	Faith Kurete	Zambia	Unstoppable: How Self-Determination Enhances Resilience of Women Entrepreneurs in Struggling Communities in Zimbabwe
	Motlalepule R Mampane		

Venue: III – BCA Lab; Date: 6 March; Time: 1.00 PM IST			
Faculty in Charge: Mr. Mukesh			
Session chair: Dr Divya George			
Those who are presenting online, please join using the following link:			
<a href="https://meet.google.com/azi-yght-upq">https://meet.google.com/azi-yght-upq</a>			
Paper Code	Name of the author/ authors	Country	Name of the paper
ICSSo5	Sneh Prabha	India	Leveraging Social Innovation and Social Entrepreneurship for Economic Resilience: A Critical Review of Tourism-Driven Recovery in Small Cultural Heritage towns
	Satyaki Sarkar	India	
	Supriyo Roy	India	
ICSSo7	Dr. Hari Sundar.G	India	Mobile marketing As A Sustainable Way to Business
	Sri. Arun Krishnadas		
ICSSo8	Sakkarin Nontapot	Thailand	Impact of Soft Power on Number of Tourists in the Post-COVID-19 Era
	Thanomsilp J	Thailand	
	Prachya Muenapai	Thailand	
ICSSr1	Fr. Peter Mubiana	Zambia	The Concept of Inclusive Education in zambia, Barriers And Measures The Government of the Republic of Zambia Is Taking to Address Them: A Case Study in Two Selected Primary Schools in Sesheke District
	Dr. Paul Jose P	India	
ICSSr2	Giri Smruthi	India	Exploring Attachment Styles and Narcissism in Young Adult Relationships: A Guide to Healthier Connections
	Arushi Singh	India	
	P Sumaya	India	
	Siva Prasad K	India	
	Maliha Hasan	India	
	Ashwin Deepak	India	
	Madhu Shravan KV	India	
ICSSo9	Dr. Tsupokyemla	India	Colonial Separatist Politics and Nation-building in Syria



Venue: III – BCA Lab; Date: 7 March; Time: 9.30 AM			
Faculty in Charge: Mr. Mukesh			
Session chair: Dr Divya George			
Those who are presenting online, please join using the following link:			
<a href="https://meet.google.com/azi-yght-upq">https:// meet.google.com/ azi-yght-upq</a>			
Paper Code	Name of the author/ authors	Country	Name of the paper
ICSSr4	Tasha James	India	Exploring the Relationship between Sleep Quality and Anxiety among University Students
	Shruti S	India	
	Gargi K	India	
	Riksal B	India	
	Sagarika T	India	
	Dr. Kamathenu UK	India	
ICSSr7	Dr. Bodee Putsyainunt	Thailand	Community Economy and Social livelihood Amid Flood Disaster:A Case study of Ban Chee Wang Kan, Mancha Khiri District, Khon Kaen Province
ICSS34	Abin Jose	India	The Comparative Study of Pollution in Idukki, Kasaragod, and Palakkad with Other Districts Regarding The Use of Clean Energy
ICSS35	Delvin Davis	India	What Goes Around Comes Around: The Cycle of Human Relations, Medical Staff and Patients A Review
	Dr. Siji Oliver	India	
	Dr. C L Jebba Melwin	India	

Venue: IV – Library; Date: 6 March; Time: 1.00 PM IST			
Faculty in Charge: Mr. Nelson Williams			
Session chair: Dr Geethu Elizabeth			
Those who are presenting online, please join using the following link:			
<a href="https://meet.google.com/idb-ssih-zus">https:// / meet.google.com / idb-ssih-zus</a>			
Paper Code	Name of the author/ authors	Country	Name of the paper
ICSS24	Aoxue LI	Thailand	SWOT Analysis of Sustainable Cultural Tourism Operation Management in Qianxinan Prefecture Under the New Media Era
	Chuanchen BI	Thailand	
ICSS25	Hanpu Liu	Thailand	Leveraging Game IP for Tourism Marketing: A SWOT Analysis of Black Myth: Wukong
	Chuanchen BI	Thailand	
ICSS26	Huilin Zhan	Thailand	Marketing Strategies for Chinese Food in Khon Kaen, Thailand under the Perspective of Consumer Behavior
	Chuanchen BI	Thailand	
ICSS27	Xiaolin HE	Thailand	The Obstacles and Issues in the Integration of Health Qigong under the Modern Wellness Management Industry
	Chuanchen BI	Thailand	
ICSS41	Anoushka	India	Role of Emotional Intelligence in Marital Conflict among Working Couples in South India
	R Gowrinandana	India	
	Bhavna Gosh Dey	India	
	Mehak Mann	India	

Venue: IV – Library; Date: 7 March; Time: 9.30 PM IST			
Faculty in Charge: Mr. Nelson Williams			
Session chair: Dr Geethu Elizabeth			
Those who are presenting online, please join using the following link:			
<a href="https://meet.google.com/idb-ssih-zus">https:// / meet.google.com/ idb-ssih-zus</a>			
Paper Code	Name of the author/ authors	Country	Name of the paper
ICSS28	Yuxin DENG	Thailand	Marketing Strategies of the Haihunhou State Museum
	Chuanchen BI	Thailand	
ICSS29	Ruoyi Dai	Thailand	Marketing Strategy of Chengdu Tian Yin Pipa Music Studio
	Chuanchen BI	Thailand	
ICSS38	Snehal Nair	Thailand	Psycho-Social Analysis of Climate Change and Its Awareness Among Human Beings: An Empirical Study
	Samriddhi Binaykia	Thailand	
	Gurashish Shah Singh	Thailand	
	Sakshi Bhatt	Thailand	
	Mehr Handa	Thailand	
	Madhu Shravan Kumar Vanagondi	Thailand	
ICSS27	Xiaolin HE	Thailand	The Obstacles and Issues in the Integration of Health Qigong under the Modern Wellness Management Industry
	Chuanchen BI	Thailand	
ICSS39	Angona Pramanick	India	Analyzing Sustainable Development Goals Interest, Motivation, and Self-efficacy and Self-efficacy among Indian Undergraduate and Postgraduate University Students
	Vedika Sawant	India	
	Harshita Kashyap	India	
	Shwetha Shivayogi Durgad	India	
	Madhu Shravan Kumar Vanagondi	India	
ICSS40	Henry	Ghana	An Interactive Telegram User : the Panacea for Effective Preparation and Supervision of 21st Century Physical Education Teacher

## Photos of Some of the Presentations



Dr. Bilal Ahmad Pandow, Baharain Polytechnic  
delivering Keynote address



Dr. Siji Oliver, Asst. Professor in Commerce, Sacred  
Heart College (Autonomous), Kochi, India presenting  
the paper titled “What Goes Around Comes Around:  
The Cycle of Human Relations, Medical Staff and  
Patients A Review”



Dr. Sakchai Jareansiripornkul presenting his paper  
titled “Entrance marketing strategies to Thai game  
market: a case of Guangzhou Light Story Visual Culture  
Media Co., Ltd”



Dr. Divya George, IQAC Coordinator, St. Thomas  
College (Autonomous) reviewing the presentations



Dr PG Balasubramanian presenting his paper titled  
“Climate Change issues and Challenges of Coffee  
Growers in Tamilnadu”



Dr Bodee Putsyanunt presenting his paper titled  
“Community Economy and Social livelihood Amid  
Flood Disaster: A Case study of Ban Chee Wang Kan,  
Mancha Khiri District, Khon Kaen Province”



Mr. RK Jayaraj, former Principal of Tharananellur Arts and Science College; Fr Dr Jimmy Jose, Vice Principal, Don Bosco College, Mannuthy; Fr. Immanuel Vattakkunnel, Manager, Don Bosco School, Irinjalakuda; and Fr. Jithin Michael, Vice Principal Don Bosco High School Irinjalakuda among the audience listening to the presentations.





# Cultural Programmes & Welcome Dinner

Date: 6 March 2025

Time: 6.30 pm IST

## Words of thanks from Dr Paul Jose P, Principal

Good evening to all of you. I'm here to express our \ gratitude to all our associates. I will begin with a few words of introduction to our conference. And it is for those who were unable to attend the inaugural function in the morning. This is the conclusion session of the first day of the Second International Conference on Social Sciences. Its prequel was organized on 7th and 8th March 2024. For that function, we had 62 research papers from 7 countries. This year, we have got 41 international and national research papers. As I mentioned in the morning during the welcome speech our going has become tough because of various factors like migration of students to the West and the change in the demographic composition of the State of Kerala. Against the backdrop of the social, economic and educational features of Kerala, one might wonder what will be educational scenario of Kerala after 10 to 15 years. We also wonder. That is the reason why the management and staff of Thirunelvelur College decided to go global, decided to enhance the social visibility of the college. As a result of this, after so many deliberations, we started to host an international event last year. That's how the first International Conference on Social Sciences was born. Now, that has grown up one year old; the second edition. Since it is an international event, as all of us know, we could not have come to this distance without the cooperation, collaboration and support of several individuals and organizations. What I am standing before you for is to give a thanksgiving message to all those who are directly or indirectly connected with the event.

Let me first introduce our collaborators. We were successful in entering into collaboration with three international academic organizations and two national organizations. At the level of international organizations, we have a collaboration with DMI St. Eugene University, Lusaka, Zambia. They extended financial support, and they were here online in the morning. Now also, I hope they are watching closely, as this programme is livestreamed. The President of the University, Dr. T X A Ananth was online in the morning. Graduate School of Management. Thanks Dr. Ananth for the decision to collaborate with us in this endeavour.

Khon Kaen University Thailand is the other foreign institution that collaborated with us. Their collaboration took us a long way along the route of finalising this event. It is the largest government University in Thailand. We have two Academicians from Khon Kaen University physically present in this hall - Dr. Bodee Putsyainunt and Dr. Sakkarin Nontapot. They came from Thailand to this here. Thanks to both of you, my friends. We have St. Thomas College, Thrissur as our collaborator. They offered us all the manpower required. All the academicians of their college were here in the morning session. Thanks Dr Fr Martin K for the beautiful message you gave. We have another college also;

Namboothiri's College of Teacher Education. They also collaborated with us. Thanks. Federal Bank Irinjalakuda branch are our bankers. That is a bank we can always bank with. They also supported us financially last year. On behalf of Tharananellur Arts and Science College, staff, and management, and my behalf, I express our gratitude to Federal Bank authorities. I have many friends abroad and within India. When I asked them to contribute to the conference academically, they readily agreed. I will read out the names of some of them. Dr. Bilal Ahmad Pandow from Bahrain Polytechnic came and offered a keynote address that was very valuable, very informative, and educative. Thanks, Dr. Bilal Ahmed.

Dr. Chuanchen BI, Asst. Dean, Khon Khaen University, Thailand, was the other person who delivered the keynote address. Because of some urgent requirements, he had to travel to China. Therefore, he could not be present here physically. He offered a keynote address online. Thanks, Dr. Chuanchen BI.

Dr. Tiwa Park, Dean of International Studies, Thai Nichi Institute of Technology, Bangkok, is a friend of mine. She also found time to give a message. The message, of course, was online. Thanks, Dr. Tiwa Park.

Dr. Sakchai Jarernsiripornkul Dean of MBA- English & Chinese Program of College of Graduate Study in Management Khon Kaen University, Thailand, was the man behind the collaboration with us. He gave a message and initiated his students to submit research papers in the Conference. Thanks, Dr. Sakchai.

Ms. Silpa Viswanathan, the founder of Silpa Viswanathan and Associates, a renowned firm of company secretaries based in Coimbatore, Tamil Nadu. She is a member of our academic advisory board. She also collaborated with us. Many faculty members of this college and St. Thomas College are here to give technical as well as non-technical assistance to make this event a success. My manager, Mr Jathavedan Namboothiripad, was here from early morning till midnight yesterday overseeing the arrangements. Thanks to Mr Jathavedan Namboodiripad. The eldest member of the family of Tharananelur Mana, Mr. Vasudevan Namboodiripad, was here to inaugurate the function. It took a lot of insistence to bring him to the stage. Thanks to our loving patron for inaugurating the function.

Dr Vinaras Nithyanandam, Professor and Head of Doctoral Studies at UNICAF University, Cyprus is here among us. Thanks, Dr. Vinnaras, for the enlightening message. There are many others, whose names, if I mention them, the list will go endlessly. In a single word, I would like to express my thanks to all of them. All the institutions, bankers, and all those people who extended financial, intellectual, physical, and technical support to make this successful, thanks to all of you. What we believe now is this: we will continue with this program next year. Many of those who participated in the program, met me and suggested that this program be continued. The dinner counters will be open in ten minutes. Next is the much-awaited cultural programs. Thanks once more.



## Cultural Programmes



Bhadra KJ (Don Bosco Higher Secondary School, Trinjalakuda) delivers a breathtaking performance of Bharathanatyam - one of the classical performing art forms of Tamil Nadu, India. Bharatanatyam is renowned for its intricate footwork, graceful movements, and expressive gestures (abhinaya), which bring mythological stories to life. In this performance, Ms. Bhadra portrays the tale of Bhasmasura, a demon from Hindu mythology. Bhasmasura performed intense penance to please Lord Shiva, who granted him the boon to turn anyone to ashes by touching his head. Intoxicated by power, Bhasmasura attempted to use the boon on Shiva himself. Shiva fled and sought help from Lord Vishnu. Vishnu, in the form of the enchanting Mohini, tricked Bhasmasura into a dance competition. During the dance, Mohini placed her hand on her head, and Bhasmasura imitated her, accidentally turning himself to ashes with his own power



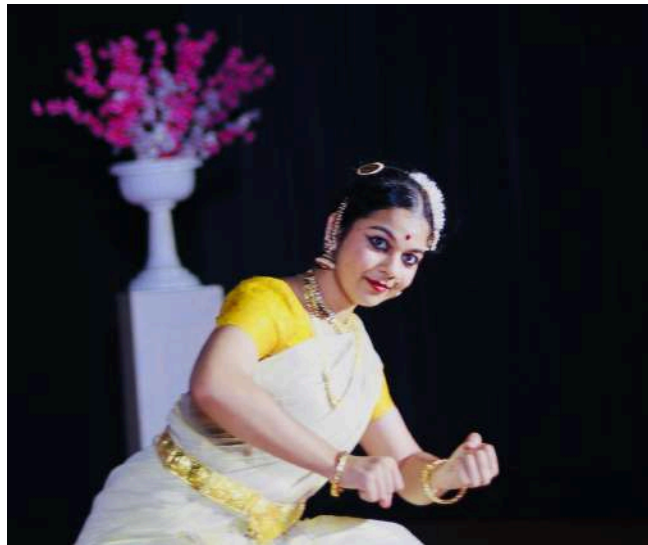
Ms. Bhadra in another amazing performance. Her dance depicts a leaf from the story of Lord Ayyappa, the son of Lord Shiva and Mohini - an incarnation of Lord Vishnu. Lord Ayyappa is a revered Hindu deity primarily worshipped in the southern Indian states of Kerala, Tamil Nadu, and Karnataka

Ms. Anika Aneesh, a Kindergarten student of St. Gemma's English medium School, Thrissur is dancing to the tune of a film song



Mr. Nelson Williams, Asst. Professor in the Department of Commerce is singing along to the instrumental track of a film song





Ms. Vedambika performs  
Mohiniyattom



Ms. Krishna Priya P, Ms. Saranya VS, Ms. Nija KT and Ms. Agna Robin from various departments of the College

Ms Nisha N, Asst. Professor in  
the Department of Microbiology  
is singing along to the  
instrumental track of a film song

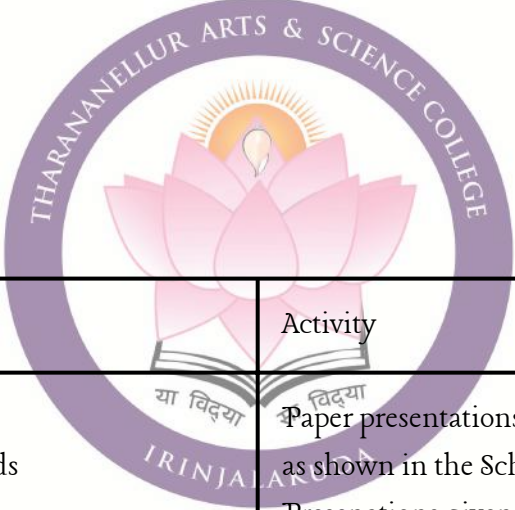




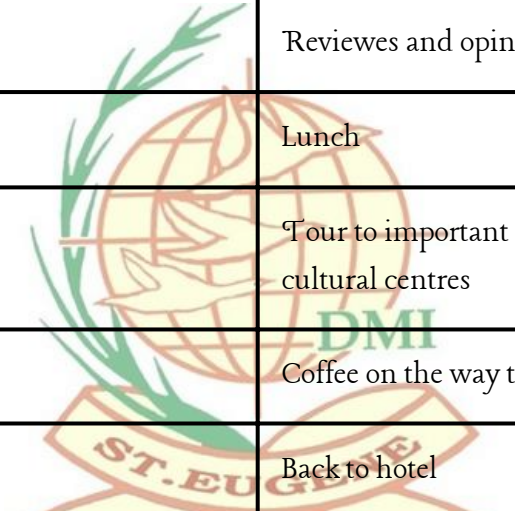
## Welcome Dinner



## Day II - 07 March 2025



Time	Activity
9.30 am onwards	Paper presentations at four venues as shown in the Schedule of Presentations given in pages 21 -28
12.15 pm	Reviews and opinions
12.45 pm	Lunch
2.00 pm	Tour to important historical and cultural centres
4.30 pm	Coffee on the way to locations
7.30 pm	Back to hotel





Thanks to one and all





## Tharananellur Arts and Science College



Second International Conference on Social Sciences  
(ICSS - II): Empowering Communities through Inclusive  
Social Change - Challenges and Opportunities

6 & 7 March 2025