



INTERNATIONAL
CONFERENCE
2023 JANUARY 23 24 25 Second Edition

Z TOWARDS
Zero
FOR A SUSTAINABLE TOMORROW

**DEPARTMENT OF COMMERCE
AND
MANAGEMENT STUDIES**
“The New Normal: Crisis Resilience and Re-invention”

Programme Schedule

DAY-1

23-01-2023 (Monday)

Technical Session 1 “It pays to be socially responsible: CSR”

2.00p m – 3.30 pm

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|-----------------|--|
| Welcome | : Dr. Umesh U Asst. professor, DCMS Amal College of Advanced Studies |
| HoD Address | : Dr. Abbas Vattoli Head of the Department (in charge) & Asst. professor, DCMS Amal College of Advanced Studies |
| Resource Person | : Dr. SUNAYNA IQBAL Senior Faculty and Chief Editor University of West London RAK branch Campus – UAE |
| Vote of Thanks | : Ms. Greeshma P Asst. professor, DCMS Amal College of Advanced Studies |

DAY- 2

24-01-2023 (Tuesday)

Technical Session 2 “Is Cryptocurrency an alternative investment avenue”

9.30 am -11 am

Welcome : Dr. Umesh U
Asst. professor, DCMS
Amal College of Advanced Studies

Resource Person : **Dr. MUSTHAQ AHAMMED K**
Assistant Professor & Research Supervisor
Department of Commerce, School of Distance
Education
University of Kerala

Vote of Thanks : Ms. Nisha S
Asst. professor, DCMS
Amal College of Advanced Studies

Technical Session 3 “Reverse Logistics and Social Sustainability”

11.30 am – 1 pm

Welcome : Mr. Hareesh
Asst. professor, B.Voc Logistics
Amal College of Advanced Studies

Resource Person : **V. VENUGOPALAN**
Director, Indian Institute of shipping, Mumbai(Retd)
Managing Director Skills 2 Career, Calicut

Vote of Thanks :Ms. Jayapriya
Asst. professor, B. Voc Logistics
Amal College of Advance Studies

Technical Session 4 Paper Presentation I
ONLINE

1.30pm – 3.30 pm

Welcome : Dr. Umesh U
Asst. professor, B. Voc
Amal College of Advance Studies

Chair of the Session :**Dr. JINY JACOB**
Assistant Professor & Head, Department of
Management
Rabindranatha Tagore University
Bhopal , MP

Vote of thanks : Ms. Jaseena K B
Asst. professor, DCMS,
Amal College of Advanced Studies

1. Empowering Unskilled Women Household's through Multi-Level Marketing – A Binary Logistic Regression Analysis

Shobha C. V, Prof. Dr B. Johnson

2. Digital Transformation in Education Sector in India: A Review on The Reflections Among Academic Facilitators'

Abdul Khader V

3. Agricultural Marketing Strategies and Challenges Faced by farmers in Kollam District

Anjula C S

4. Bridging The Disability Divide Through Social Media Marketing: A Study Among Differently Abled Entrepreneurs in Malappuram District

Shameema A P, Dr. P C Santhosh Babu

5. 5S-Kaizen-TQM model for Quality Improvement of healthcare organization

Ayisha K, Dr. Ayoob C P

6. Influence of Behavioral Finance on The Stock Market Investment Decisions of Individuals: A Study with Special Reference to Malabar Region of Kerala

Athira K T

- 7. E-HRM Adoption Studies: Past and Future Research**
Archana P V
- 8. Sustainable Development in India with reference to Agricultural Sector**
Sabitha.K. V
- 9. A Study on Impact of Digital Advertising on Women's Buying Behavior**
Shahna Sherin K P, Jumana P
- 10. E-Commerce as an effective tool for Marketing: Recent trends and Challenges**
Muhammed Shaheen A.P, Dr. Suhail.P
- 11. Brand Affinity of Youth Towards Fashion Products**
Fahmitha PK, Sajva Minnu VP, Adithya V, Jumaila MP
- 12. Consumer Awareness and Buying Behaviour Towards the Electric Vehicle**
Devaprasad TP, Fidha M Rahman, Fajisha Jebine K, Muhammed Shaheen AP
- 13. Impact of Advertisement On Purchasing a New Brand Product**
Muhammed Adhil PT, Anusha C, Jibina K3, Suhail P
- 14. Consumer Behaviour and Satisfaction Towards Online Shopping**
Jinsha Muhammed Ali T, Muhammed Irfan PK, Sreeraj K, Sahira. P
- 15. Attitude and Intention of the Post Graduate Students Towards the Entrepreneurship**
Muhammed Asif V, Muhammed Asjad, Muhammed Safwan, Fayas Ahammed T
- 16. Significance of Green Accounting in Environmental sustainability**
Dr. Sravana. K
- 17. Pilgrim tourism potential of Thiruvananthapuram district**
Ratheesh R J
- 18. The influence of sales promotion banners on Online impulse buying**
Hamamali.E. K
- 19. Sustainability through technology with special reference to banking sector.**
Fathima S, Dr. Dhanya K. A

Technical Session 5 Paper Presentation 2

OFFLINE

1.30 pm – 3.30 pm

Welcome : Dr. Fathima Adeela Beevi T K S
Asst. professor, DCMS,
Amal College of Advanced Studies

Chair of the Session : **Dr ARAVIND J**
Assistant Professor & Head PG Department of
Commerce
NSS College , Manjeri

Vote of thanks : Mr. Anees K A
Asst. professor, DCMS,
Amal College of Advanced Studies

1. Identifying The Drivers of Frugal Innovation

Fahiz. A K, Munavver Azeem Mullappallykayamkulath

2. Geographical Indications and Sustainable Development: A Study on GI Registered Products from Malabar Region of Kerala

Jamshadali TT

3. Green Accounting – A Way Towards Sustainable Development in India

Dr Binija George

4. A Conceptual Framework on Impact Investing-A New Asset Class for Sustainable Development

Haniyya K B

5. Attitude towards green business practices: A study among MBA students

Chithra P, Dr. P.C Santhosh Babu

6. Covid 19 Pandemic and Social Policy: Impact On Migrant Workers in Kerala

Shinu, Munavver Azeem Mullappallykayamkulath

7. Agro Perishable Exports in Post Pandemic Era: An Evaluation

Nahla Banu K, Dr. Nissar P

- 8. Does The Pandemic Really Hit Aviation Industry? An Analysis**
Shahana Karimbanakkal, Munavver Azeem Mullappallykayamkulath
- 9. Discovering the potential of Artificial Intelligence for augmenting efficiency of Agricultural Sector**
Shimna C U, Dr Ayoob C P
- 10. Green Accounting: Exploring The Concept and Legal Framework in Indian Scenario**
Unais P, Dr. Abdul Naser V
- 11. Building A Sustainable Future: A SWOC Analysis On Solar Energy Developments in India**
Rini Haneef T, Dr Abdul Naser V
- 12. Herd Behaviour and Investment Decision-making: A Meta – analysis**
Aswathi P, Dr.T. Mohamed Nishad
- 13. Performance of Initial Public Offerings: A Bibliometric and literature review study**
Bhadrapriya V, Dr. T Mohamed Nishad
- 14. Sustainable Investing in Stock Market: A bibliometric Review**
Sumayya C V, Dr. T Mohamed Nishad
- 15. Capm, Fama French Three Factor Model and Five Factor Model in Indian Stock Market: A Conceptual Study**
Khadeja Farhana C P M
- 16. A Study of Adults' Attitudes towards Governmental Bans on Single-Use Plastic Products and Awareness About Environmental Hazards Made by Plastics in Society in Kerala Perspective with Special reference to Malappuram District**
Sini V.T, Dr. Divya M
- 17. Role of Influencer Marketing on Brand Awareness: A Study on Beauty Products among Youth in Malappuram District.**
Sanitha. T, Dr. Divya. M
- 18. Awareness Level of Women Entrepreneurs Towards Digital Marketing - A Study with Special Reference to Manufacturing MSME Units in Malappuram District of Kerala**
Shibin E, Dr.Divya M
- 19. Is Work Alienation an Antecedent of Job Burnout? An Analytical Investigation Among Employees in Co-Operative Banks**
Sneha. P, Dr. P C Santhosh Babu