

# International conference on **Multidisciplinary approaches to SDGs & International partners meet**

10 | 11 | 12 | 13 January 2024



Organised by:

**Rajagiri College of Social Sciences (Autonomous) and  
Rajagiri Business School**

**Venue: Kakkanad Valley Campus**

## **Rajagiri College of Social Sciences (Autonomous)**

Rajagiri College of Social Sciences (Autonomous) was established as a result of the indefatigable industry and foresight of the CMI Congregation. Rajagiri College of Social Sciences has been placed 27th in the country in the 'Colleges' category by National Institutional Ranking Framework (NIRF) 2022, MHRD, Govt of India.

Rajagiri College of Social Sciences was selected and granted with "College with Potential for Excellence" (CPE) status by the University Grants Commission (UGC) of India in 2016. The institution was reaccredited in the fourth cycle with an A++ grade and a CGPA of 3.83 by the National Assessment and Accreditation Council (NAAC). Rajagiri School of Social Work, started in the year 1955 was one of the pioneering institutions in south India, establishing programmes and setting standards in the field of social work education. The presence of live labs (extension departments) in the campus add quality to education through experience.



Relentlessly Towards Excellence

## Rajagiri Business School

Established in the year 2008, Rajagiri Business School (RBS) is part of Rajagiri Group of Institutions and functions as an autonomous institution. The business school is located in the Rajagiri Valley in Kakkanad, close to the IT hub of Kochi, Infopark and the integrated business township, SmartCity Kochi. The campus, where the managers of tomorrow hone their skills, has been well-planned preserving the natural splendour of the environment to allow for academic development in communion with nature. Rajagiri Business School is accredited with AACSB in the year 2022. The School of Management placed in the 51-75 rank band in the 'Management' category by the National Institutional Ranking Framework.





## 25 years of Internationalisation @ Rajagiri

'Internationalisation' has been a catchword for Rajagiri since inception and we have completed 25 years of official International collaborations. Currently, Rajagiri has official agreements with 60+ International Universities across 30 countries. Establishing vibrant academic tie-ups with leading universities all over the world has not only helped the students to get an international exposure, but also facilitated in sharing resources for faculty training, curriculum development, research, and consultancy. Our students from PG and UG programmes regularly do short term study programmes in our Partner Universities with a duration ranging from 1 month to 6 months. We host International students in our regular programmes as full-time students which is also supported by Study in India (SII) Programme from the Govt of India. The various programmes offered by Rajagiri also have twinning, dual degree arrangements with world- class International Universities across the globe.



## International conference on Multidisciplinary approaches to SDGs & International partners meet

The SDGs were formulated in 2015 by the United Nations General Assembly (UNGA) as part of the Post-2015 Development Agenda, which sought to create a future global development framework and to be achieved by 2030. There are cross cutting areas and synergies between different goals. It is therefore imperative that discussion and action in multidisciplinary domains needs to be initiated. The COVID-19 pandemic had serious negative impacts on all 17 SDGs. Multidisciplinary and trans-disciplinary research across economic, socio-political, and environmental dimensions from the perspectives of academia and industry needs to be carried out to identify best models and practices which could be adopted. This conference is a platform for academicians and industry experts to share and reflect on the experiences in advancing SDGs and collaborate with organisations working in similar domains. This conference explores the possibility of global networks in domain-specific areas of SDGs that can learn from each other and initiate best models in their practice.

This conference is also an opportunity for Rajagiri to acknowledge and appreciate the Global partners who have been a strong pillar of support for the last 25 years of association through faculty mobility, student mobility, joint projects and collaborative research activities.

### Vision:

To enable the institution to strengthen the global network and identify the possibility of developing consortiums in SDGs for joint action

### Objectives:

- Provide a platform to engage and present the innovations and initiatives from academia and industry
- Identify the interdisciplinary and intercultural courses of action in teaching, practice and research
- Explore the ways and means to collaborate with various organisations (Corporates/NGOs) to advance SDGs



# Major Sub themes of the Conference



## Theme I

### Social Work (Dyuti'24)

SDGs reaffirm the social work profession's character to liaise with other professions and partners to deepen a holistic, interdisciplinary and multisectoral approach to service delivery. With a strong focus on enhancing social and economic functioning at various levels, SDGs are aligned with the profession to promote well-being of the individuals, families, organisations and communities. Social work professionals work with specific target groups mentioned in SDGs such as women, children, youths, persons with disabilities, older persons, indigenous people, internally displaced people, migrants and refugees. The global agenda of SDGs offers social work professionals to redefine their role in ensuring human rights and social justice among the target population.

#### The Sub-themes includes and are not restricted to:

- Inclusive societies
- Safe, resilient and sustainable habitations
- Enhancing healthy lives and promoting well-being
- Reducing inequalities among specific groups
- Partnership models in SDG initiatives

## Theme II

### General Management

*Integrating the Sustainable Development Goals (SDGs) into business practices*

It is crucial for promoting social and environmental sustainability while driving economic growth. This conference will promote research papers that are focused on business strategies that align with the SDGs. It would make a positive contribution to creating an impact on the

current business environment. The current research theme makes a more focused engagement with all stakeholders to understand their perspectives on sustainability issues and the SDGs. This engagement can help shape sustainable strategy and foster support for various initiatives. The measurable and time-bound goals that contribute to the achievement of these targets can be discussed in detail in the research papers. Embedding the selected SDGs into the overall business strategy and integrating sustainability considerations into decision-making processes, innovation efforts, product development, and business model design to extend the impact of sustainability efforts across the entire value chain. It will encourage practitioners and managers to adopt sustainable practices and align with SDG principles. The conference throws light on addressing the pressing global challenges through technological advancements and creative solutions and establishes mechanisms to track and measure progress toward your SDG-related goals. Integrating the SDGs into your business practices will not only contribute to a more sustainable world but also enhance your brand reputation, attract conscious consumers, and mitigate risks associated with environmental and social issues.

#### The Sub-themes includes and are not restricted to:

- Sustainable finance and accounting
- Corporate social responsibility and sustainability reporting
- ESG risks and opportunities
- Business model innovation for the SDGs
- Sustainable supply chain management
- Marketing for sustainable consumption and production

## Theme III

### Behavioural sciences

Last decade has shaken the fabric of society with the Covid-19 pandemic, climate change patterns, and economic & political upheavals. The Behavioural Science sessions address some of the changes that occurred in various spheres in the field of Psychology.

#### The Sub-themes includes and are not restricted to:

- Relationships over the lifespan
- Psychology of Addiction
- Environmental Psychology
- Forensic Psychology
- Mindfulness-based Therapies
- Art Therapy

## Theme IV

### Life Sciences

Life Sciences subjects such as biology, medicine, and public health are essential for understanding and treating diseases and promoting healthy behaviours and lifestyles (SDG 3). Agriculture and food science are important Life Sciences subjects that can sustainably produce foods ensuring food security (SDG 2). Other Life Sciences, such as ecology and conservation biology, are essential for understanding and preserving the world's biodiversity (SDG 15). Life Sciences subjects are also essential for promoting sustainable development by studying and developing renewable energy sources (SDG 7), by developing new technologies and infrastructure to promote economic growth and Innovation (SDG 9), by promoting sustainable consumption and production to reduce waste and minimize environmental impact (SDG 12), and by protecting our oceans and marine life to promote sustainable use of ocean resources (SDG 14).

#### The Sub-themes includes and are not restricted to:

- Food, Nutrition and Human Health
- Sustainable Agriculture and Food Systems
- Biodiversity Conservation and Management
- Renewable Energy and Clean Technologies
- Climate Change Adaptation and Mitigation



## Theme V

### Analytics and Informatics

Analytics involves the use of various techniques and tools to discover patterns, trends, correlations, and meaningful information within large datasets. Analytics can be applied in a wide range of fields and industries, including business, healthcare, finance, sports, and more. Informatics encompasses science, information science, and data analytics. Analytics and Informatics involve creating energy-efficient and carbon-free computing systems that process and analyse large amounts of data. This includes energy-efficient hardware, software optimization, and renewable energy for data centres. Analytics plays a crucial role in measuring and tracking progress towards achieving the Sustainable Development Goals (SDGs). Analytics and informatics must be integrated to create sustainable technology solutions that can address complex environmental issues.

#### The Sub-themes includes and are not restricted to:

- Digital literacy and access to technology
- E-governance
- Renewable energy technologies
- Precision agriculture
- Smart cities
- Health informatics
- Digital financial services
- Blockchain technology
- Artificial intelligence (AI)
- Open data
- Green Computing



## Theme VI

### Finance and Economics (RCEF'24)

*"Sustainable Finance: The Role of Green and Transition Finance"*

The 5th Rajagiri Conference on Economics and Finance (RCEF'24) under the theme "Sustainable Finance: The Role of Green and Transition Finance," organized by Rajagiri College of Social Sciences (RCSS) and Rajagiri Business School (RBS) invites submissions on a broad range of topics in economics and finance.

Sustainable finance involves considering environmental, social, and governance (ESG) factors when making investment choices within the financial sector. This approach encourages long-term investments in economically sustainable activities and projects. It encompasses two main components: Green Finance, which focuses on financing environmentally-friendly initiatives, and Transition Finance, which supports investments that aim to reduce greenhouse gas emissions and other environmental impacts while transitioning to a climate-neutral and sustainable economy. The role of sustainable finance is crucial in achieving climate and sustainability goals set by nations. It accomplishes this by directing private investments towards a climate-neutral, climate-resilient, resource-efficient, and equitable economy, working alongside public funding.

The purpose of this conference is to bring together both national and international scholars working in the field of economics and finance in the broadest sense of words, with a special focus on Sustainable Finance. The conference is structured around several thematically-focused sessions. Extended abstracts followed by full research articles in

economics and finance are invited from academicians, researchers, doctoral students, and practitioners. Presented full-length papers will be evaluated for publishing in reputed journals.

## Theme VII

### Operations (RCOM'24)

*"Global Sustainable Practices, Indian Innovations: A Confluence of Operational Excellence"*

The Rajagiri Conference on Operations Management (RCOM'24) under the theme "Global Sustainable Practices Indian Innovations: A Confluence of Operational Excellence." Organized by a collaboration between the Rajagiri College of Social Sciences (RCSS) and Rajagiri Business School (RBS), this conference will provide an unparalleled platform for thought leaders, practitioners, and academics to explore and celebrate the synergy between operational excellence, sustainability, and innovative practices.

The RCOM'24 conference will serve as a platform to explore how Indian businesses are innovatively integrating sustainable practices into their operational models. These initiatives reflect a recognition of the interconnectedness between operational efficiency and social responsibility towards the environment. By fostering dialogues around Indian innovations, RCOM'24 seeks to inspire new paradigms that can serve as exemplars for the larger business community. The motive of RCOM'24 is to beckon, professionals, researchers, and thought leaders across operations management and related fields to invite and encourage them to participate actively. By sharing insights, experiences, and perspectives, attendees will collectively contribute to the ongoing conversation about operational excellence, sustainability, and innovation.



## Theme VIII

### Marketing (ICIM'24)

*"Responsible Consumption for a Sustainable World"*

Making informed decisions about the items we purchase by taking into account their benefits to the environment, society, and the economy is known as responsible consumption. An incentive for businesses to include social responsibility issues in their product offers is the growing social consciousness of consumers while making purchasing decisions (Prendergast and Tsang 2019). Consumers are becoming more socially conscious while making purchases, which is encouraging businesses to include social responsibility considerations in their product offers (Fisk 1973). Hence, researchers as well as corporate managers need to understand and evaluate the ecological ramifications of marketing actions.

In this regard, an International Conference on Insights in Marketing (ICIM'24) is being organized by the Rajagiri College of Social Sciences (RCSS), and Rajagiri Business School (RBS). The goal of ICIM'24, which has "Responsible Consumption for a Sustainable World" as its theme, is to foster a critical knowledge of marketing theory and practice with an emphasis on significant debates and cutting-edge research that defies conventional wisdom. The platform for the conference will feature discussions on the development of marketing theory and practice, as well as the role of marketing in markets, organizations, and society. To shed light on how marketing theory and practice can be further improved, the conference will also enlighten the theoretical, managerial, social, economic, and political components of marketing. The conference will serve as a premier venue for academics and industry professionals to showcase recent developments and research findings in the domains of marketing. Academics and practitioners are invited to contribute their research on current trends in marketing theory and practice at ICIM'24.

## Theme IX

### Human Resource

*SDG/ESG Practices in HR Aegis*

SDG/ESG Practices in HR Aegis, organized by Rajagiri College of Social Sciences (RCSS) and Rajagiri Business School (RBS) invites submissions on a broad range of topics in HR. SDG/ESG practices in HR Aegis involve a number of the listed goals of sustainable development, such as no poverty, zero hunger, quality education, gender equity, clean water and sanitation, decent work and economic growth, innovation,



inequalities, peace, and justice. It also encompasses the recent developments in sustainable HR practices, such as the Labor Codes and ESG Initiatives by corporations.

This conference aims to bring together national and international industrial practitioners, research scholars, and working professionals in human resource management/development, with a special focus on SDG/ESG-friendly HR. The conference is structured around several theme-focused sessions. Extended abstracts, followed by full research articles, and practitioners' perspectives and ideas in the field of HRM/D are invited from practitioners, academicians, researchers, and doctoral students. The presented full-length papers will be evaluated for publication in reputed journals.



Kerala, often referred to as “God’s Own Country,” is a state in the southwest region of India known for its natural beauty, rich history, and unique culture. Kerala is a popular tourist destination and is known for its lush tropical landscapes, palm-lined beaches, backwaters, and hill stations. The state is also known for its traditional art forms, such as Kathakali, Mohiniyattam, and Kalaripayattu, as well as its vibrant festivals, including Onam, Vishu, and Thrissur Pooram.

Kerala is also recognized for its high literacy rates, excellent healthcare facilities, and progressive social policies. The state has made significant strides in social development, including achieving a low infant mortality rate, high life expectancy,

and low levels of poverty. Kerala is also known for its pioneering efforts in women’s empowerment, with high levels of female education and workforce participation.

In terms of economic development, Kerala has a diverse economy with a focus on agriculture, tourism, and remittances from overseas workers. The state has also made significant investments in infrastructure, including the development of ports, airports, and road networks.

Despite these achievements, Kerala faces challenges in areas such as environmental degradation, urbanization, and the impact of climate change. The state also faces ongoing issues related to poverty, income inequality, and social exclusion.



## Kochi

Kochi, also known as Cochin, is a major port city located in the state of Kerala, in southern India. It is often referred to as the “Queen of the Arabian Sea” due to its strategic location on the southwest coast of India, facing the Arabian Sea.

Kochi has a rich history dating back to ancient times, with evidence of human settlements dating back to the 1st century AD. The city was an important centre of trade and commerce, attracting merchants and traders from around the world. The city has been ruled by various dynasties and colonial powers, including the Portuguese, Dutch, and British, which has left a significant cultural influence on the city.

Today, Kochi is a major tourist destination, known for its historical landmarks, beautiful backwaters, and unique cuisine. The city has a rich cultural heritage,

and it is home to various temples, churches, and synagogues. One of the most famous landmarks in Kochi is the Chinese fishing nets, a unique fishing technique that dates back to the 14th century.

Kochi is also known for its thriving arts and culture scene, with a vibrant community of artists, writers, and musicians. The city hosts various festivals throughout the year, including the Kochi-Muziris Biennale, a contemporary art festival that attracts artists and visitors from around the world.

In terms of economic development, Kochi is a major hub for commerce and industry, with a focus on tourism, shipping, and information technology. The city is also home to various institutions of higher education, including the Cochin University of Science and Technology and Rajagiri Group of Institutions which contribute to the city's intellectual capital.

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## Munnar Hill Station

Munnar is a town and hill station located in the Idukki district of the southern Indian state of Kerala. It is situated at an elevation of about 1,600 meters (5,200 feet) above sea level, and is known for its beautiful rolling hills, tea plantations, and cool climate.

Munnar was originally a popular summer resort for the British colonial officials, who were attracted to its pleasant weather and stunning landscapes. Today, it is a popular tourist destination, known for its natural beauty and opportunities for outdoor activities such as trekking, birdwatching, and wildlife spotting.

One of the most famous attractions in Munnar is the Tata Tea Museum, which tells the history of tea production in the region and offers visitors the chance to see how tea is made. The town is also surrounded by several national parks and wildlife sanctuaries, such as Eravikulam National Park, which is home to several species of rare and endangered animals, including the Nilgiri tahr, a type of mountain goat.

In addition to its natural attractions, Munnar is known for its locally grown spices and produce, including cardamom, pepper, and honey. The town is also home to several Ayurvedic spas and wellness centers, where visitors can relax and receive traditional Indian treatments.





## Alappuzha Backwaters

Alappuzha, also known as Alleppey, is a city located in the southern Indian state of Kerala, and is famous for its backwaters. The Alappuzha backwaters are a network of lagoons, lakes, and canals that extend parallel to the Arabian Sea coast.

The backwaters of Alappuzha are a popular tourist destination and are known for their scenic beauty and serene atmosphere. The best way to explore the backwaters is by taking a houseboat cruise, which allows visitors to enjoy the peaceful surroundings and observe the traditional way of life of the local people who live along the waterways.

The houseboats in Alappuzha are essentially floating cottages with all modern amenities, including a bedroom, bathroom, living room, and a kitchen. During the cruise, visitors can enjoy freshly prepared Kerala cuisine, and watch the local fishermen and farmers at work. Visitors can also spot a variety of bird species, including kingfishers, herons, and egrets.

Alappuzha is also known for its annual boat race, called the Nehru Trophy Boat Race, which takes place on the second Saturday of August every year. The boat race is a major event in Kerala, and is a colorful spectacle that attracts thousands of visitors from around the world.

## Chiyappara Waterfalls

Chiyappara Waterfalls is a scenic waterfall located in the southern Indian state of Kerala, near the town of Adimali. The waterfall is situated amidst lush green forests and tea plantations, and is a popular tourist destination in the region.

The Chiyappara Waterfalls cascades down from a height of about 300 feet in a series of three tiers, creating a spectacular sight. The water flows down into a pool, where visitors can take a refreshing dip and enjoy the cool, natural surroundings. The pool is surrounded by rocks, making it a great spot for photography.

The area around the waterfall is also home to several tea plantations and spice gardens, which are popular among visitors. Many visitors take a leisurely walk through the tea gardens and enjoy the fresh aroma of tea and spices.

Chiyappara Waterfalls is easily accessible by road, and is located about 45 km from Munnar, another popular tourist destination in Kerala. The best time to visit the waterfall is during the monsoon season, from June to September, when the water flow is at its highest and the surrounding forests and plantations are at their most verdant.





## Kochi Metro Rail and Lullu Mall

Kochi Metro is a modern rapid transit system serving the city of Kochi, located in the southern Indian state of Kerala. The metro system was inaugurated in 2017 and has become a popular and convenient mode of transportation for locals and visitors alike.

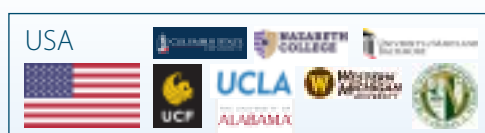
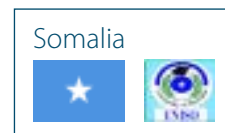
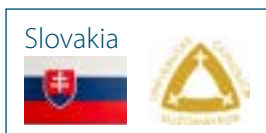
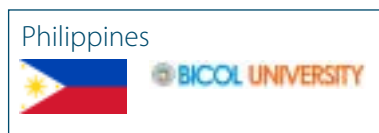
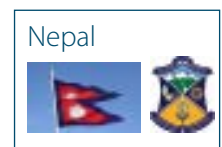
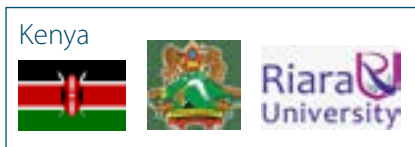
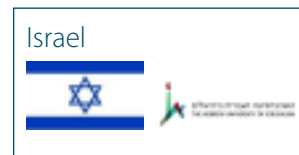
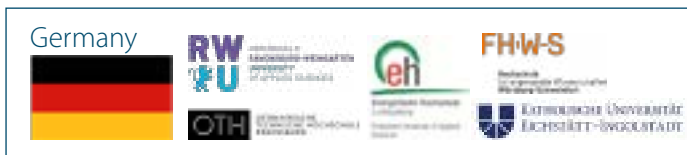
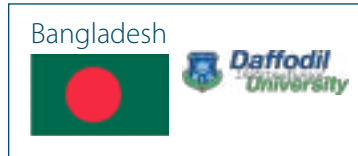
The Kochi Metro currently consists of a single line, running from Aluva in the northeast to Petta in the southwest, covering a distance of about 25 km. The system comprises 22 stations, and operates from early morning until late at night, providing a fast and efficient way to get around the city.

One of the popular destinations that can be reached by Kochi Metro is the Lullu Mall, which is the largest shopping mall in India in terms of total retail space. The Lullu Mall is located in Edapally, a neighborhood in the northern part of Kochi, and is easily accessible via the metro system.

The Lullu Mall is home to a wide variety of stores, including international and local brands, as well as a large food court and a cinema complex. The mall also features an indoor ice skating rink, a bowling alley, and other entertainment options, making it a popular destination for both shopping and leisure activities.



# Thank you Our International partners



# *Kerala tourism* Destinations



## Call for Papers



Abstracts based on original research and practice models are invited for the following

- Oral Presentation
- Poster Presentation

## Important Dates & Deadlines



Last date of Early Bird Registration	30 <sup>th</sup> October 2023
Last Date of Abstract Submission	30 <sup>th</sup> November 2023
Notification of Abstract Acceptance	Within 15 Days of Abstract Submission
Last Date of Full Paper Submission	15 <sup>th</sup> December 2023

## Publication

Selected papers presented at the conference may be considered for publication in **Scopus-indexed journals** proceedings after due review process.

## Guidelines for Abstract



- The abstract should be within 300 words of text including the title and keywords (MS Word Doc.)
- The text should be arranged according to the following headlines: Objectives, Design, Model, Result and conclusion.
- The title page of the abstract should include the Title of the paper, Author's name, designation, institution affiliation, mailing address, contact number and email id.
- It is essential that you specify the Theme and Subtheme to which your abstract pertains when submitting it.
- The Abstract should be submitted through the website:

[www.conference.rajagiri.edu/icmas](http://www.conference.rajagiri.edu/icmas)

## Registration Fees



Category	No: of Conference Days	Early Bird	Late/Spot
Indian Professionals/ Academicians	4 days	* Rs. 4000	Rs. 4500
	3 days	* Rs. 3000	Rs. 3500
	2 days	* Rs. 2000	Rs. 2500
	1 day	** Rs. 1000	Rs. 1500
	Half Day	** Rs. 600	RS. 900
Indian Students	4 days	* Rs. 3500	Rs. 4000
	3 days	* Rs. 2500	Rs. 3000
	2 days	* Rs. 1500	Rs. 2000
	1 day	** Rs. 750	Rs. 1250
	Half Day	** Rs. 500	Rs. 800

\* Registration fee includes (Breakfast, lunch, tea, dinner & Conference kit)

\*\* Conference kit won't be provided for those who are attending Half day & one day conference.

For half day session tea, Lunch/dinner will be provided as applicable

## Contact Details

### International Conference & Partners meet

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## Mode of payment

Account name :Rajagiri College of  
Social Sciences, Kalamassery

Account No. :0224053000005056

Bank :South Indian Bank

IFSC/NEFT Code :SIBL0000224



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RAJAGIRI COLLEGE OF  
SOCIAL SCIENCES  
(AUTONOMOUS)



**RBS**  
RAJAGIRI BUSINESS  
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