



7TH

SOCIAL SCIENCES RESEARCH COLLOQUIUM (2024 -2025)

17th & 18th
JANUARY
2025

INTERNATIONAL CONFERENCE
ON
EMERGING PARADIGMS
IN SOCIAL SCIENCE RESEARCH
(Hybrid Mode)



Venue
SCMS Main Campus, Prathap Nagar, Muttom,
Cochin - 683 106, Kerala
Email ID: ssrc@scmsgroup.org





SCMS Group

School of Communication and Management Studies (SCMS) was established in 1976, under the dynamic leadership of Dr. GPC Nayar, with the objective of rendering high-quality education and research programmes collaborating with global academic and research institutes. Over the years, SCMS Group has established a series of institutions of excellence which include SCMS Cochin School of Business, SCMS School of Technology and Management (SSTM), SCMS School of Engineering & Technology (SSET), SCMS Institute of Bioscience & Biotechnology Research & Development (SIBBR&D), SCMS School of Architecture (SSA), SCMS College of Polytechnics, SCMS Water Institute, SCMS Institute of Road Safety & Transportation and SCMS Center for Socio-Economic Research (SCENSER).

SCMS Cochin School of Business

SCMS Cochin School of Business, the flagship of the Group, offers a two-year full-time Post-Graduate Diploma in Management (PGDM) Programme since 1992. The highly acclaimed PGDM program is approved by All India Council of Technical Education (AICTE), accredited by National Board of Accreditation (NBA) and is recognized as equivalent to MBA by Association of Indian Universities (AIU). The program is internationally accredited by the Accreditation Council for Business School and Programs (ACBSP- USA).

SCMS School of Technology and Management

SCMS School of Technology and Management (SSTM), an institution of excellence in management and technology education, established in 2003, affiliated to Mahatma Gandhi University, Kerala offers 2 years MBA and MCA program, 5 years Integrated MCA program, 2 year M.Sc. in Bio Sciences and Biotechnology and various under graduate programs. These programs are approved by All India Council for Technical Education and accredited A+ from NAAC and accredited by the National Board of Accreditation (NBA). SSTM is an approved Doctoral Research Center for Management, of Mahatma Gandhi University.

About "Social Sciences Research Colloquium 2024-2025"

The two day Social Science Research Colloquium is centered on Emerging Paradigms in Social Science Research. Bringing together thought leaders, academicians, and industry professionals, the event aims to explore innovative research approaches, methodologies, and theoretical frameworks that are transforming management practices and strategies. Participants will have the opportunity to engage in insightful discussions, attend interactive workshops, and present findings that address critical societal issues, ultimately fostering collaboration and knowledge exchange across disciplines. The colloquium aims to spark forward-thinking research and inspire new directions in understanding changing landscape of business and society.

THEMES FOR THE CONFERENCE

- Financial Resilience and Risk Management
- Digital Transformation and Technology Management
- Marketing Strategies and Consumer Behavior
- Supply Chain and Operations Management
- Transformational Strategies for Resilient Workforce
- Sustainable Business and Ethical Management

SSRC 2024-2025 HIGHLIGHTS

CURTAIN RAISER EVENT

Navigating ATLAS.ti
for Qualitative
Research

CONFERENCE WORKSHOP

Structured Equation
Modeling Using
Smart PLS

Registration Fee for Participants

Academicians / Industry Professionals	INR. 1000.00
Research Scholars/ Students	INR. 500.00
International Participants	USD 50.00

Important Submission Deadlines:

Abstract Submission:

On or before **20th December, 2024**

Full Paper Submission:

On or before **6th January, 2025**

Registration Link : <https://tinyurl.com/mrymnu88>

Submit your paper to: ssrc@scmsgroup.org

The acceptance will be intimated within a week of receipt of the abstract / full paper

Best Paper Award

Best Paper from each track shall be selected by an expert panel based on the quality of the paper and presentation.

Session Chair

Experts from IIMs, and other leading institutions in the respective domain will chair the sessions.

Publication Opportunities

- Presented papers will be published in the Conference Proceedings with ISBN
- Best/selected articles will be considered for publication in the SCMS Journal of Indian Management (Scopus Indexed and UGC approved) subject to the Journal's standard editorial and review processes

Places to visit in and around Kochi

Fort Cochin : A charming sea side area known for its Dutch, Portuguese, and British colonial architecture, Chinese fishing nets, St. Thomas Church the burial place of Vasco Da Gama, quaint shops selling handmade souvenirs, eateries.

Munnar : A hill station in the Western Ghats mountain range dotted with tea plantations, Eravikulam National Park, and Lakkam Waterfalls.

Athirappilly Water Falls : It is the largest waterfall in Kerala in the Chalakudy River, which originates from the upper reaches of the Western Ghats at the entrance to the Sholayar ranges.

Ezhattumugham Water Falls : Is situated along the Chalakudy River. Due to its scenic beauty it has become the location of many movie sets.

Kodanad : Riverside sanctuary for wild elephants with safari tours, interactive feedings & observation points.

Vypin : Island is known for its long sand beaches Cherai Beach & Kuzhuppilly Beach, flanked by coconut groves & mangroves. Casual eateries serve homestyle Kerala cuisine famous for sea food.

Programme Coordinators :

Dr. Poornima Narayan Dr. Lishin M.J.
Dr. Susan Abraham Dr. Meera M.S

For latest updates on the Research Colloquium, visit www.scmsgroup.org

For any queries email to ssrc@scmsgroup.org



SCMS GROUP OF EDUCATIONAL INSTITUTIONS

Prathap Nagar, Muttom Aluva, Cochin - 683 106, Kerala, India.

Phone: 0484-2623803/04, 2623885/87 Fax: 0484-2623855

E-mail: scms@scmsgroup.org | Website: www.scms.edu.in