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# Al Shifa International Student Seminar (ALISS)

Digital Commerce,  
Sustainable Economy and  
Postmillennial Popular Cultures

27 | 28 September 2022



**AL SHIFA COLLEGE OF  
ARTS & SCIENCE**

(Run by Shifa Medicare Trust & Affiliated to University of Calicut)  
PERINTHALMANNA KERALA INDIA

Our Partners:

Rajagiri College of Social Sciences (Autonomous), Kochi | Lead College of Management, Palakkad  
Farook College (Autonomous), Calicut | Vimala College (Autonomous), Thrissur | Sullamussalam Science College, Areacode  
M E S Asmabi College, Kodungallur | Amal College of Advanced Studies, Nilambur | M E S Kalladi College, Mannarkkad

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## Al Shifa College of Arts & Science

Al Shifa College of Arts and Science is a young Higher Education Institution affiliated to the University of Calicut, Kerala. Built and operating on core values of excellence and empowerment, the College has made its early yet significant strides within a year of its establishment.

Al Shifa College of Arts & Science (ACAS) commenced its activities in the academic year 2020-21. Affiliated to the University of Calicut, the college offers Undergraduate programmes. Located on a 30-acre sprawling, green campus at Perinthalmanna, Kerala, the college aspires to grow into an institution of national eminence, with quality teaching learning practices, global perspective and a social mission to empower the young as capable human beings. The college is run by Shifa Medicare Trust which has more than two decades of experience in the field of professional health education with Nursing, Paramedical and Pharmacy Colleges.

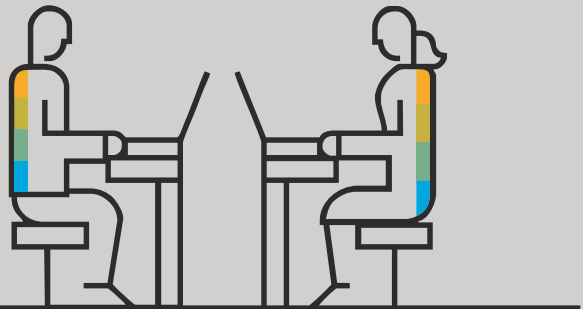


Al Shifa International Student Seminar (ALISS) is a multi-department blended seminar organized by Al Shifa College of Arts and Science (ACAS) which is a fully student-powered event conceived, organized and run by the student community of the host and partnering colleges. The AISS is an event with the Speakers, Paper Presenters and Chairs belonging to the student segment of the academia. From conception to execution, the various roles involved in realizing the event, academic or administrative, is a different learning space for the student community. The current crops of young learners at college campuses are the hands-on variety and they look forward to be participants rather than observers in the generation and transmission of knowledge in the learning spaces. There is certainly an excellent group of undergraduates and postgraduates who are not just on the look out for opportunity to be at the organizing end of such events. They are also capable of being resourceful in multiple ways.



ACAS, following up on the success of its National Student Seminar in 2021, is launching Annual International Student Seminar with a mission to offer quality learning experiences which will be quality-driven and exposure-oriented. It is our pleasure to invite you to be a part of the International Student Seminar on Contemporary Digital Commerce, Sustainable Economy and Postmillennial Popular Cultures on 27,28 September 2022.

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## Department of Commerce

One of the founding departments of the College, the Dept. of Commerce has as its goal of contributing to the Nation a band of youth who will be informed in their subject, exposed to the multiple fields within Commerce and Management and capable of relating themselves to varied perspectives and knowledge around. The Department offers two Undergraduate programmes, Bachelor of Commerce, with Taxation and Finance as specializations. Under the Department, the students are rigorously coached simultaneously to excel attitude and aptitude wise. While focusing strongly on academics, the students are motivated to involve in co-curricular and extension activities. The quality of the Degree programme we deliver is strengthened by the additional certificate and diploma programmes listed for the interested takers. All these are conceived by taking into account the career prospects emerging in the subject and the skills and accessory qualifications required for the Degree holders to be qualified for the careers to come.



## About the theme

The modern world that we live in today is a civilization that was built on technological advancement. All the corners of the economy witnessed the changes. Technology made a tremendous change in the industry, commerce, business, etc. Various financial innovations in banking operations, stock market activities, and financial services are drastically changed in the recent period. The Department of Commerce has selected the theme “Digital Transformation - Business, Industry, and Commerce” for the International Student Seminar.



The Focus area of the paper presentation includes (but is not limited to):

### SUB THEMES

- Digital Payment
- Digital Banking Problem and Prospects
- E-Commerce
- Financial Innovations
- Innovations in Banking Sector
- Innovations in Security Market
- Financial Derivatives
- Blockchain
- Financial Disruption
- Bitcoin & Cryptocurrency
- Financial Services
- Electronic Fund Transfer
- Any other relevant theme that can elaborate on the main theme

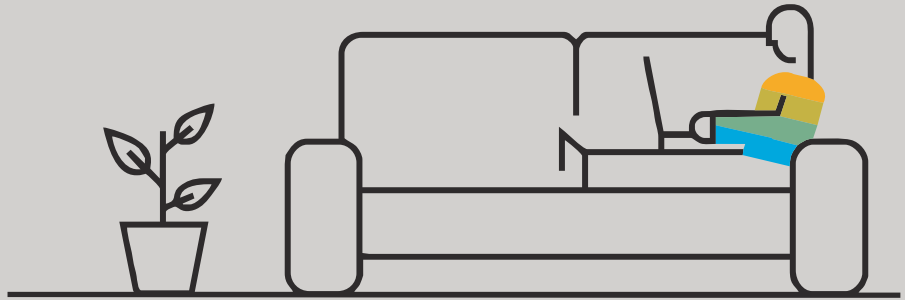
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## Department of English

The Dept. of English, Al Shifa College of Arts and Science, is a vibrant component of the institution, offering excellent support to the students and organizing events which will help empower and upskill the larger community. The Dept., which offers undergraduate programme in Functional English, is involved in a number of initiatives placing students at the centre of the scheme of things. One such initiative, launched as part of World Environment Day, 2021 in association with the Nature Club of the College, is the Invited Student Talk Series (ISTS). The Series has completed 33 invited student talks so far. The Centre for Development of English Language Skills (CDELS) under the Dept. of English runs extension, outreach and professional training programmes for the students, faculty and the public. The department took initiative to organize the first Student Seminar at National level in 2021, in collaboration with Farook College (Autonomous), Calicut, which engendered productive discussions in the genre of English Fiction Since 2000. The Dept is also collaborating with English Departments of Farook College, Calicut and Vimala College, Trichur on a number of areas related to English Language upskilling.





## About the theme

The post-Globalized world witnessed the making of myriads of hybrid cultures and the erasing of clearcut boundaries between cultural practices. There have also been attempts to preserve cultures in their original forms, striving to stand out in the midst of the blended varieties of customs. A number of experiments have also popped up from all parts of the world to forge fresh trends in the global market. Popular Culture is an umbrella term which encompasses all the aspects of cultural practices in human communities which include art, literature, fashion, technology and religious practices among many. It is intriguing to observe the use of culture in profit-making mechanisms and how the boundaries between normally watertight compartments get obliterated in the recent years. A number of novel inclinations have emerged in the expanse of popular culture in the New Millennium. It is in this context that discourses on popular culture gain significance. The department of English focuses on the theme “Popular Culture in the New Millennium” as the theme of the International Student Seminar. We aspire to provide a space for young scholars to engage in dialectic conversations and thereby keep pace with the changing cultural practices in the New Millennium.

The focus area of paper presentations includes (but not limited to):

- SUB THEMES**
- Popular Fiction
  - Pop Music
  - Vampire Narratives
  - Young Adult Fiction
  - Social Media
  - Consumer Culture/Mall Culture, Globalisation
  - Fashion
  - Technology
  - Religion in Popular Culture

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## Department of Economics

Department of Economics, Al Shifa College of Arts and Science, began classes during the Academic Year 2020-21. The department operates to disseminate knowledge and curriculum through student-centered learning practices. In order to meet the needs of the job market and bridge the gap in knowledge, the department offers Add-on courses in addition to the program, as 'Certificate Course on Banking Services' in collaboration with Department of Commerce in the first semester and a course on Sustainable Tourism in the second semester. The department also gives exposure to the students through interacting with research scholars from various central and state universities through Invited Scholar Talk Series. Moreover, every Wednesday last hour, the department organizes Association program for the students for empowering and upskilling them.



## About the theme

The idea of sustainable development envisages addressing the needs of the future generations where it is the primary goal to preserve the resources for a longer period to meet the needs of the future. Gro Harlem Brundtland quoted "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs". Sustainable practices are essential to preserve the resources especially non-renewable natural resources. Sustainable development is possible only through the integration of economic, social, environmental development to ensure a better living for all. The Department of Economics invites papers on the theme 'Sustainable Development; Economic Policies, Implementation and Challenges' for the international student seminar. The seminar means to explore the possibilities and opportunities in various areas related to sustainable development.



- SUB THEMES**
- Sustainable Practices
  - Sustainable Development
  - Sustainable Development Policies
  - Sustainable Development Movements
  - Socio-economic Dimensions
  - Socio-environmental Dimensions
  - Economic Environmental Dimensions
  - Sustainable Development Goals
  - Innovation for Sustainability
  - Sustainable Development and Circular Economy
  - Sustainability and Diversity
  - Initiatives to Reduce Impact on Environment

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## Paper Submission Guidelines

- 1) The abstract must not exceed 250 words including title page, discipline, and sub theme of the paper, name of the author and complete address of the author including phone/ Mobile Number, e-mail address
- 2) The paper should be in Times New Roman, font size 12 in 1.5 line spacing, with a margin of 1 inch on all sides.
- 3) The paper can be on any of the sub-themes and limited to a minimum of 2000 words and a maximum of about 4000 words.
- 4) The paper should be the author's original work and should not have been published earlier in any other seminar / journal.
- 5) All Authors/ Co-authors of papers selected for presentation will be given a certificate.
- 6) The presentation should be done using power point slides (PPT). LCD projector will be provided.
- 7) Detailed program schedule will be mailed after the acceptance of the final paper.



Fee for paper presentation : Rs. 400/-  
is to be transferred to : A/C No: 8682101209557  
(Canara Bank, Perinthalmanna  
Alshifa Hospital Branch)  
IFSC: CNRB0008682  
and upload the screenshot to  
complete the registration.

Deadline for submission of abstracts: 26<sup>th</sup> June 2022  
Deadline for submission of articles: 26<sup>th</sup> July 2022

Mail your abstract to: [aiss@alshifacollegeofartsandscience.ac.in](mailto:aiss@alshifacollegeofartsandscience.ac.in)  
Registration Link: <https://forms.gle/mzfwAd24sNxaGvyG8>

## Organizing Committee:



### Chief Coordinators:

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Cell: 89436 02114

### Dept wise faculty advisors: -

Dept of English: **Ms. Sabina** Assistant Professor

Dept of Commerce: **Ms. Ashida. A.P** Assistant Professor

Dept of Economics: **Mr. Muhammed Noufal. M** HOD & Assistant Professor

### Chief Patron

**Dr. P. Unneen**

Managing Trustee  
Shifa Medicare Trust

### Conference Chair

**Babu. P. K., Ph D.**

Principal

### Faculty Advisor

**Mr. Suhaib. P**

Asst. Prof. of Commerce  
Cell: 97467 18555

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## **AL SHIFA COLLEGE OF ARTS & SCIENCE**

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Programmes: B Com Finance B Com Taxation  
B A Economics BA Functional English BSc Psychology