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*Proceedings of Two Day National Conference on*

## **INTERDISCIPLINARY RESEARCH INNOVATIONS IN THE SOCIAL SCIENCES LANDSCAPE**

**23<sup>rd</sup> & 24<sup>th</sup> NOVEMBER, 2018**



**Organized By**

**Social Sciences Departments**

**St. Joseph's College for Women (A)**

**NAAC Reaccredited College with 'A' Grade**

**Visakhapatnam - 530004, Andhra Pradesh, India.**

**[www.stjosephsvizag.com](http://www.stjosephsvizag.com)**

**&**

*In collaboration with*

**Andhra Pradesh Economic Association**

## **ABOUT THE COLLEGE**

St. Joseph's College for Women (Autonomous), reaccredited by NAAC with 'A' Grade, the first in the Andhra University region with 'A' grade (2014), has many firsts to its credit, as the First Women's College in North Coastal AP and the First Autonomous College of Andhra University region in 1987. The College has utilized the funds from UGC and other State agencies for the benefit of the young women to make them independent and self reliant. Known for its benchmarking standards of quality education, the College has strived to become a 'brand' not just in this part of the country but globally too.

## **ABOUT THE SOCIAL SCIENCES DEPARTMENTS**

The Social Science Departments in St Joseph's College for Women (A) Visakhapatnam had their beginnings in 1958 (History, Economics and Politics) and along with their inception, others periodically followed the lineage. Looking back in the historic Diamond Jubilee year in 2018, it is a matter of pride to have State Best Teacher Awardees (History and Economics) and Best NSS Program Officer (Politics) besides Nominated Trainers in UGC Capacity Building for Women Managers in Higher Education (Office Management) among the Faculty. The Departments have organized a number of Faculty Development Workshops and student centric initiatives. The Departments also encourage the students to participate in academic, co-curricular and extracurricular events at Regional, National and International level and they have been achievers all the way. In keeping with the Vision and Mission of the College, the departments strive to instill a humanitarian outlook, social sensitivity and scientific temper for research. UGC Minor Project (Economics) and Major Research based/industrial Projects undertaken in a number of Departments (Office Management, Economics, Commerce and BBA) are unique features too.

## **ABOUT THE CONFERENCE**

Education is basically a sociological process. It is the process of acquiring knowledge from preceding generation and transmitting it with certain developments to the succeeding generations. Social responsibility is all about leadership, respect for fellow human beings, and checks and balances. In this context comes the role and relevance of social sciences in moulding individuals into full- fledged human beings. To meet the present trends in the study of social sciences the crisis management strategy should be dispensed with. Efforts must be made to attract the volatile strength of the students. Long term planning, innovations and research is essential to strengthen the social sciences. The conference will provide a good platform to the researchers and create an environment for exchange of innovative and creative empirical ideas along with experimental methods. The main objective of this conference is to inspire the teachers, academicians, researchers and students of social sciences to view social sciences as ever growing disciplines and understand societal knowledge needs.

## **ABOUT ANDHRA PRADESH ECONOMIC ASSOCIATION**

The Andhra Pradesh Economic Association is a registered body of Andhra Pradesh Economics Professionals, established way back in 1982, with the objective of providing a forum for debate and discussion on theoretical and policy oriented issues of Economic science. The APEA organizes annual conferences, pre-conferences, special seminars and lectures by eminent persons of the profession. The APEA has so far organized 36 annual conferences in different parts of the State. After bifurcation of the State, APEA continues its activities with a separate logo in 13 districts of the state.





**Prof. G. NAGESWARA RAO**  
VICE-CHANCELLOR

Ph.D.

## ANDHRA UNIVERSITY

(NAAC - CGPA of 3.60 on four point scale at "A" grade)

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VISAKHAPATNAM - 530 003, (A.P.) INDIA

20 November 2018

### MESSAGE

I am extremely happy to know that the Social Sciences Departments of St. Joseph's College for Women (Autonomous) Visakhapatnam is organizing a Two Day National Conference on "Interdisciplinary Research Innovations in the Social Sciences Landscape" on 23 - 24 November 2018. I congratulate the Departments for coming out with a contemporary topic like this, which is the need of the hour to discuss.

I acknowledge the contribution of St. Joseph's College for Women (A), Visakhapatnam to quality education in the country and empowering thousands of young girls in their journey towards excellence in their professional life. In the present scenario of new age technologies and path breaking frontiers in every Social Science, be it Psychology, Economics, Commerce & Management, Journalism and Mass Communication, Heritage and Culture, or Political Science plays a key role in unifying numerous disciplines through its pioneering advances and applications. Any number of Conferences and Seminars in Social Sciences can never make the evolving field exhaustive, as each academic discourse has its own takeaways from the Resource Sessions, deliberations and Paper presentations.

I hope that this conference would certainly induce innovative ideas and pave the way for modern vistas of thinking in the field of Social Science, while inspiring them to explore applied research avenues. I also wish all the delegates of the Two Day National Conference in Social Sciences, fruitful deliberations to chart their future professional development.

I wish the conference a grand success.

**(G. NAGESWARA RAO)**





# ADIKAVI NANNAYA UNIVERSITY

Rajah Rajah Narendranagar, NH-16(5), Rajamahendravaram - 533 296  
East Godavari, Andhra Pradesh, India

Prof. Murru Mutyalu Naidu  
M.B.A., Ph.D  
Vice - Chancellor



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Once again I wish the Organizing Committee the very best for its grand success.

(MURRU MUTYALU NAIDU)



# ST. JOSEPH'S COLLEGE FOR WOMEN

(AUTONOMOUS)

(Affiliated to Andhra University)

Reaccredited by NAAC with "A" Grade

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**Dr. Sr. N.D. Veronica**  
**Correspondent**  
**St. Joseph's College for Women**  
**(Autonomous)**  
**Visakhapatnam.**

## MESSAGE

I am extremely happy to know that St. Joseph's College for Women (Autonomous) Visakhapatnam is conducting a Two Day **National Conference** on '**Interdisciplinary Research Innovations in the Social Sciences Landscape**' on 23<sup>rd</sup> and 24<sup>th</sup> November 2018 organized by the Social Sciences Departments together for the first time. The College has been empowering thousands of young girls to do well in their personal lives and professional careers for the past six decades since 1958. As the First NAAC Accredited College in the City of Destiny, the holistic value based education approach has transformed the lives of the milieu of girls especially from the lower socio economic strata of the society and the community around. These young women are holding prestigious positions in the society within the country and across various parts of the globe.

As the Correspondent and Former Principal of the College, I have been closely observing how the college has evolved into a Centre for academic excellence with every Department doing its utmost to sustain quality in each of its academic programmes, courses and outreach initiatives. I am happy that the College, true to its vision and mission statement is redefining the lives of so many young women.

I congratulate the Principal, Faculty and students for making the College visible in the education map of the country and the world. I am sure this National Conference will see a lot of deliberations on the theme and expand the knowledge horizons of the teaching fraternity. I wish the Organizers all the very best for its grand success.

*Sr. N.D. Veronica*

**Dr. Sr. N.D. Veronica**  
**Correspondent**

St. Joseph's College for Women  
(Autonomous)  
VISAKHAPATNAM - 530 004





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**Dr. Sr. Shyji P.D.**

**Principal**

**St. Joseph's College for Women**

**(Autonomous)**

**Visakhapatnam.**

## MESSAGE

St. Joseph's College for Women (Autonomous) is one of the premier educational institutions imparting high quality education to its stakeholders in this part of the country. The college has knowledgeable faculty and talented students for Under-Graduate and Post-Graduate courses and has successfully empowered young women for the past 60 years. True to its vision, the College emphasizes adopting high ethical values as we realize that professional and personal success are closely linked with a sound value system.

This year being the Diamond Jubilee year, it is a proud moment for our college to conduct a Two-day National Conference on "Interdisciplinary Research Innovations in the Social Sciences Landscape" on involving all the Social Science Departments. The topic selected is of undisputed significance in the modern globalised world, where research is the key focus especially in Social Sciences. I am confident that the deliberations during the seminar will prove beneficial to the participants and be useful for further strengthening interdisciplinary research in Social Sciences. I congratulate Dr. P. Jayalakshmi, Reader and Head of the Department of Economics, who is the Convener of the Seminar, Ms. D.A. Ramani, Head of the Department of Office Management who is the Co-Convener and other faculty who are actively involved in this event.

On this occasion, I convey my warm felicitations to the organizers and the participants and wish the Conference all success.

**Dr. Sr. Shyji P.D.**

**Principal**

St. Joseph's College for Women  
(Autonomous)  
VISAKHAPATNAM - 530 004

# ANDHRA PRADESH ECONOMIC ASSOCIATION



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## MESSAGE



Prof. L. K. Mohana Rao  
Chairman  
A.P. Economic Association

I am glad to the note that the St. Joseph's College for Women(A) Visakhapatnam will be organizing a Two day National Conference on **"Interdisciplinary Research Innovations in Social Sciences Landscape"** on 23-24 November 2018.

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Sd/-

Prof . L.K.Mohana Rao

# ANDHRA PRADESH ECONOMIC ASSOCIATION

**Prof. M. KOTESWARA RAO,**  
*LL.M., M.B.A., M.A. (Soc), M.A. (RD), M.A. (Eco), Ph.D.*  
**Secretary & Treasurer**



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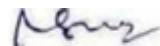
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Secretary & Treasurer  
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### MESSAGE



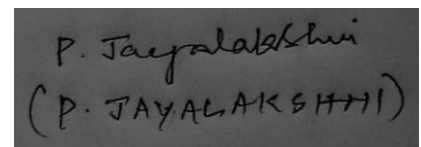
Education is basically a sociological process. It is the process of acquiring knowledge from preceding generations and transmitting it with certain developments to the succeeding generations. In this context comes the role and relevance of social sciences in moulding individuals into full-fledged human beings. In recent years our Higher Education Department has witnessed a remarkable increase in the number of research development programs through universities and colleges to offer minor and major research projects in Social Sciences. Universities and P.G. centers have witnessed a remarkable increase in the number of research scholars. This is partly because a research degree has become essential for getting an academic assignment and partly because the number of educational institutions has increased considerably. Scientific investigation presents itself in a more formidable fashion in the faculty of social sciences, where quantitative techniques are rather a recent introduction. With increased emphasis on the use of quantitative methods in social sciences, it is often noted that researchers have become victims of frustration and dejection due to their lack of knowledge of elementary mathematical and statistical methods. Simple concepts such as average behavior, measure of variability, degree of interdependence, extent of explanatory capabilities of a simple model, etc, present major hurdles to researchers otherwise quite intelligent but devoid of the knowledge of quantitative techniques. Such researchers not only take too long to complete their work but also fail to gain confidence that they should have achieved after working for such an advanced academic degree. It is exactly for such type of researchers that we have organized this seminar in which we hope their participation will be useful. This conference has been so designed as to familiarize a beginner with the selection of the topic research design, use of statistical and computer tools in their research, and preparation of research proposals, etc. A number of resource talks are arranged and eminent persons in the related areas of Social Sciences.

I hope the conference will provide a good platform to the researchers at all levels. Junior Scholars, Senior Scholars, Academicians, and Senior Research persons etc. Thanks are

due to our correspondent and to our principal for their continuous encouragement and support in organize this conference. I am also thankful to Ms. Ramani, HOD of Office Management,, for her active participation and her in stinting support in the organization & execution of this conference. Her valuable inputs coming from the years of experience in organizing seminars & conferences have always been the biggest strength of this college. I want to express my sincere thanks to advisors, supporters and well wishers.

The main objective of this two day conference is to inspire the students, teachers, academicians, researchers of social science to carry forward the legacy of the social sciences to the future generations.

The Proceedings of two day national conference are a collection of the invited resource talks and paper presentations representing the experiences and innovations of academicians, researchers who presented in the conference.



P. Jayalalshini  
(P. JAYALAKSHINI)

**(Convener)**

### **Conference Core Committee**

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Chairperson : **Dr. Sr. Shyji P.D.**, Principal  
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Co-convener : **Ms. D.A. Ramani** , Dept. of Office Mgmt.  
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**Mrs. Dr. P. Aruna Devi**, Director, P.G. Studies, SJC  
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**Prof. G. Savaraiah**, Vice-Chairman, A.P. Economic Association  
**Prof. M. Koteswara Rao**, Secretary & Treasurer, A.P. Economic Association



## ACKNOWLEDGEMENTS

*As the convener of the conference and as one of the Editors of the proceedings, I would like to express my deep sense of gratitude to the following luminaries.*

*Our collaborating partners Andhra Pradesh Economic Association Chairman Prof. L. K. Mohan Rao garu and Secretary & Treasurer Prof. M. Koteswara Rao garu and other executive members of the Association.*

*I thank Dr. Sr. N.D.Veronica , Correspondent of the College and Dr. Sr. Shyji, P.D. Principal of the college for the driving spirit for all good things that happen in the college, former Principal & Correspondent of the college Sr. Alice Marie, for giving encouragement to us in conducting the conference and Sr. K.C. Mary, office Superintendent of the college in giving the technical support and to the entire fraternity of St Joseph's college for women (A) Visakhapatnam.*

*I specially thank Prof. G. Nagaeshwara Rao, Hon'ble Vice-chancellor, Andhra University, Visakhapatnam to be the Chief Guest for the inaugural session, Prof M. Mutyala Naidu, Hon''ble Vice – Chancellor, Adikavy Nannaya, Rajahmundry, for delivering the key note address as the Guest of Honour.*

*I specially thank Prof. L. K. Mohan Rao garu and Prof M. Koteswara Rao garu Andhra Pradesh Economic Association chairman and secretary respectively for the valuable suggestions for success of the conference.*

*I wish to place on record our deepest feeling of gratitude to Prof. M. Sundara Rao, CESS, Hyd. Prof. K.V.V. A.P.T. Surya Rao, Rtd. Principal, P.G. Centre, DNR College, Bhimavara, Mr.Debashish Ray, Executive Director, RINL, Visakhapatnam, Dr. Bikkina Nalini, Director Incharge GITAM School of Ganhan studies, GITAM University, Visakhapatnam., Prof K.Suryanarayana, Former HOD , Department of History, Andhra University, Visakhapatnam, Prof. R R L. Kantham, Prof. in Statistics, ANU and Former Registrar , ANU, GUNTUR.,*

*I am very much grateful to our beloved one of the senior Academician of the city, Prof . V. Balamohana Das, Former Hon'ble Vice- chancellor, ANU, GUNTUR.*

*My sincere thanks to members of the Organizing committee, Moderators of the Paper Presentation sessions, the print and Media coverage of the two day National conference.*

**-Dr. P.Jayalakshmi**

**(Convener)**

**Editorial Board**

**Volume 5 S2: 2018**

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PSCMR College of Engg & technology

VIJAYAWADA

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