CONVENER OF THE CONFERENCE

Dr. Sr. ROSY JOSEPH, Fmm
Principal, Stella Maris College, Chennai

ORGANIZING COMMITTEE

Dr. SHRINIDHI S
Head of the Public Relations Department, SMC

Ms. USHA NANDINI S
Assistant Professor, Public Relations Department, SMC

Ms. NAJWA
Assistant Professor, Public Relations Department, SMC

IMPORTANT DETAILS

*Online mode of participation & presentation is allowed only for outstation participants

*Mandatory for participants from Chennai to attend the Conference offline

*The selected papers will be published in a UCG CARE Journal at an extra publication cost of ₹900

Mail all submissions to prnationalconference2023@gmail.com

FOR FURTHER DETAILS

prnationalconference2023@gmail.com
7358273797 / 9790703376

Scan here to follow us

STELLA MARIS COLLEGE
(AUTONOMOUS), CHENNAI, INDIA

Department of Public Relations

Presents

NATIONAL CONFERENCE (HYBRID*)

On

Public Relations as a Catalyst in Communicating Sustainability

Dates : 9 and 10 March 2023

The selected papers will be published in a UGC CARE Journal

ABOUT THE DEPARTMENT

Master of Arts in Public Relations is a postgraduate programme with a multidisciplinary approach that offers various courses that open horizons for employment and research. Public Relations ensure a placid relation with an organisation and its key stakeholders.

Public Relations is a subtle yet powerful course of study which concentrates upon indispensable subjects such as Mass Communication, Marketing, Advertising, Event Management, Human Resource Management, Development Communication & Media Management.

IMPORTANT DATES

Submission of abstract: 14 February 2023 (250-300 words)
Submission of full paper: 03 March 2023 (5000 words)
Last date for registration : 01 March 2023

REGISTRATION DETAILS

- Faculty/Research Scholars/ Professionals- ₹1000
- Students of other colleges- ₹500
- Students of SMC- ₹200

Scan to Register

ABOUT THE CONFERENCE

Sustainability Communication is the act of consciously integrating the sustainable practices of an organisation in their communication strategies to reach out to its stakeholders. While several organisations have been focussing on their CSR activities for decades, 'sustainability' has now become a cult term and an overall business communication strategy that enables organisations to create a society where stakeholders can participate and engage in the dialogue exchange.

Sustainability communication largely resonates with caring for the environment where organisations invest in recyclable products and packaging. Social sustainability is now a core topic for communication campaigns, branding, stakeholder dialogues and corporate reporting.

Sustainability in any form strengthens public relations efforts by establishing trust and fostering beneficial business relationships. The Conference aims to bring together discussions on different sectors' social and environmental sustainability practises, as well as how they incorporate them into their overall communications strategy.

CALL FOR PAPERS

*Strategic communication for sustainability.
*Communicating social stewardship.
*Communicating environmental stewardship.
*Media and sustainability communications.
*Creation and communication of sustainable communities.
*Sustainability and organisational thought leadership
*Organisations and stakeholder engagement.
*Public Relations as a tool of communicating sustainability.
*Trust building among public through sustainable practices.
*Health communication practices of corporates.
*Communicating and promoting gender equality.
*Communicating women empowerment practices of corporates.
*Impact of philanthropy and volunteerism.

The research papers must be based on original research and provide theoretical and empirical analysis and insights into the field of study. The research papers submitted must be previously unpublished in order to be taken into consideration for presentation at the conference.

Only the papers that pass peer review and approved by the editorial board will be published in UGC-CARE Journal.