

7th International Conference on Sustainable Globalization (ICSG)

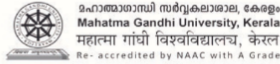
10-12 JAN 2025

Conference Venue:
HILTON COLOMBO RESIDENCES, SRI LANKA

Global Sustainability Awards Venue:
CINNAMON GRAND HOTEL, COLOMBO

TENTATIVE PROGRAMME SCHEDULE

Organizers



Sponsors



Organized by

University of Wisconsin-Parkside Wisconsin, USA
School of Tourism Studies, Mahatma Gandhi University, India
Ostfalia University of Applied Sciences, Germany
American International Campus (AIC), Sri Lanka

Conference Objectives:

- To bring higher education, industry and government together towards a more sustainable world
- To facilitate networking among participants & institutions towards more internationalization
- To foster and encourage research ideas and dissemination among scholars and students

ICSG 2025

Friday, Jan 10th: Keynote Address and Opening

On Zoom:

[Meeting Link](#)

Venue	Ball Room
	Registration
Time: 9:15 am to 10:30 am	Keynote Address and Opening by the ICSG 2025 Committee Keynote Speakers: <ul style="list-style-type: none">• <i>Prof. Terry McGovern, University of Wisconsin - Parkside, USA</i> Guest of Honor: <ul style="list-style-type: none">• <i>Hon. Dr. Harsha De Silva, Member of Parliament Sri Lanka</i> Presentation by the Sponsors
10:40 am to 11:00 am	Tea break

	Venue Ball Room 3 <i>Tourism & Economy Track Session</i>	Venue Ball Room 4 <i>Design & Urban Planning Track Session</i>
11:00 am to 11:20 am	<p><i>Freeda Maria Swarna M., R. Kannan, Athula C. Gnanapala, Shaheed Khan</i> <i>Dharthi NGO, Bangalore, Madurai Kamaraj University, India, Sabaragamuwa University of Sri Lanka, Dharthi NGO, India</i> Comparative Analysis of Community-Based Ecotourism (CBET) Models in India and Sri Lanka</p>	<p><i>Raghava Gundala, P Subburaj</i> <i>University of Wisconsin - Parkside, USA</i></p> <p>Unique Perspective on Sustainable Marketing Strategies for Emerging Markets: Exploring How Companies Can Develop and Implement Strategies</p>
11:20 am to 11:40 am	<p><i>Aiwa Romy</i> <i>British University Vietnam, Hanoi, Vietnam</i></p> <p>Exploring Art Tourism in Southeast Asia: A Case Study on Fine Arts and Place Attachment in Vietnam</p>	<p><i>Qian Ye, University of Wisconsin – Parkside, USA</i></p> <p>Team interaction and performance-A stage model</p>
11:40 am to 12: 00 pm	<p><i>Monika Aggarwal, Paramita Suklabaidya</i> <i>Indira Gandhi National Open University, New Delhi, India</i></p> <p>2D Effect: A New Dimension in Tourism Marketing</p>	<p><i>Sajna Jaleel, Geethu T G</i> <i>Mahatma Gandhi University Kottayam, Kerala, India</i></p> <p>Bridging Gaps: The Transformative Role of ed-tech in Sustainable and Inclusive Education</p>
12.00 pm-12.20 pm	<p><i>Abey Kuruvilla, Terry McGovern, James Morelan</i> <i>University of Wisconsin - Parkside, USA</i></p> <p>Bottlenecks in Fulfilment - Case of a student business in Wisconsin</p>	<p><i>Mahadevan P, Chinthana Duminduheva, Denny P John</i></p> <p><i>Travel Consultants, Green Destination, India, Sri Lanka</i></p> <p>Destination Certification as a tool for assessing Sustainability: A case study of Mamallapuram, India and Sigiriya, Sri Lanka</p>

<p>12.20 pm-12.40 pm</p>	<p><i>Gamini Jayasooriya</i> <i>Wayamba University of Sri Lanka</i></p> <p>Expanding the Labor Productivity in Asia through Human Capital Development investment under the Belt and Road Initiative</p>	<p><i>Burhanuddin Hamza</i> <i>Sri Lanka</i></p> <p>From Awareness to Action: The Role of Social Media in Medical Education and Sustainable Healthcare</p>
<p>12.40 pm-01.00 pm</p>	<p><i>Chandrani Nanda Kumari Adikaram, CINEC Campus, Sri Lanka</i></p> <p>Customer Relationship Management in Higher Education: A Systematic Literature Review</p>	<p><i>Inthikab Zufer, Sri Lanka</i></p> <p>The role of influencers and social media in today's context of promoting sustainability for 2025 & beyond</p>
<p>01.00 pm-02.00 pm</p>	<p><i>Lunch included in registration and Networking Time</i></p>	
<p>2.00 pm-02.40 pm</p>	<p>STUDENT PRESENTATIONS</p>	
	<p><i>J Narmin Nazeem</i></p> <p><i>Influence of gender in Diabetes Mellitus, Type 1 and Type 2 and it's complications among the adults living Madawala, Kandy District, Sri Lanka.</i></p>	<p><i>Chaminda Jayawardhane</i></p> <p>Developing a Sustainable Development Strategy for Mattala Rajapaksa international Airport (MRIA): Balancing National Sovereignty with Economic Growth</p>
	<p><i>K. A. N. Nethmal Sooriyabandara</i></p> <p><i>Assessment of waste disposal knowledge and practices among St. Mary's college Kegalle. Sri Lanka</i></p>	<p><i>Presentation by Mohamed Thajudeen Fathima Afshan Rozmin, Sri Lanka</i></p>

	<i>Shenesha Sonakshi Malasekara, Sri Lanka</i> The Role of Sri Lankan Calcite in reducing oceanic carbon dioxide for global sustainability	<i>Kenura Gunarathna, Oneli Vidanapathirana</i> Sustainable Urbanization in Mountainous Regions
	<i>Presentation by Dhinesha Perera</i>	
03:00 pm to 06:00 pm	GLOBAL SUSTAINABILITY AWARD PRESENTATIONS	
	Venue Ball Room 3	Venue Ball Room 4
03:00 pm to 03:10 pm	Quest International University	ESG Professional Association
03:10 pm to 03:20 pm	El Toro Roofing Products Ltd	Ceylon Wild Safaris
03:20 pm to 03:30 pm	Teejay Lanka PLC	Hirujaya plantation (Pvt) Ltd
03:30 pm to 03:40 pm	DIEM Duroil Sdn Bhd	Imperial college of Business Studies
03:40 pm to 03:50 pm	J.M. Wickramacrachchi & Co.	Leeds International School
03:50 pm to 04:00 pm	Think Green	Engineering Consultancy
04:00 pm to 04:10 pm	Global Housing and Real Estate (Pvt) Ltd	Airow Solutions Pvt Ltd.
04:10 pm to 04:20 pm	Premium Homes (premium Construction & Interiors private limited)	Mway Pvt Ltd
04:20 pm to 04:30 pm	Neptune Recyclers	IMC Education (Pvt) Ltd
04:30 pm to 04: 50 pm	Tea break	
04:50 pm to 05: 00 pm	Park Hospital Plc	E - Zone Green Energy (Pvt)Ltd
05:00 pm to 05: 10 pm	Sec Vision Pvt Ltd	Denovo E Solutions

05:10 pm to 05: 20 pm	Ceylon Gem Traders (Pvt) Limited	Award Presentation 27
05:20 pm to 05: 30 pm	Hilton Colombo Residences	Award Presentation 28
05:30 pm to 05: 40 pm	Award Presentation 14	Award Presentation 29
05:40 pm to 05: 50 pm	Award Presentation 15	Award Presentation 30

Saturday, January 11th

	<p align="center">Venue Ball Room 3 (Virtual) Education Track Session</p>	<p align="center">Venue Ball Room 4 (Physical) Sustainability, Environment & Risk Management Track Session</p>
	<p align="center">On Zoom: Meeting Link</p>	
<p>09:00 am to 09:20 am</p>	<p align="center"><i>Madhumita Banerjee, Peggy James</i> <i>University of Wisconsin – Parkside, USA</i></p> <p>Demographic Variance in Smart City Development: Understanding Citizen Readiness in Smaller Urban Communities</p>	<p align="center"><i>Bindu V.T. Utthra. B</i> <i>Avinashilingam Institute for Home Science and Higher Education for Women, India</i></p> <p>Savouring Sustainability: Tamil Nadu's Culinary Delights and their Role in Tourism</p>
<p>09:20 am to 09:40 am</p>	<p align="center"><i>Pritosh Kumar, University of Wisconsin – Parkside, USA</i></p> <p>The Impact of Product Rationing on Consumer's Tendency to Stockpile Prior to Natural Disasters</p>	<p align="center"><i>Sajna Jaleel, Seena Sarah Abraham</i> <i>Mahatma Gandhi University Kottayam, Kerala, India</i></p> <p>Empowering Sustainability: The Critical Role of self-Efficacy</p>
<p>09:40 am to 10:00 am</p>	<p align="center"><i>Miaochan Li, Kelly Burke,</i> <i>University of Wisconsin-Parkside, USA</i></p> <p>Mapping the future: A comprehensive Analysis of AI integration in Accounting Education at US Universities</p>	<p align="center"><i>Sajimon Abraham, Dais George,</i> <i>Sreelakshmi K R, Abhijith Lal, Sidharth Suresh</i> <i>Mahatma Gandhi University, Kottayam, India</i></p> <p>Innovative Tourism Model based on personal mobility traces and social media interactions</p>

<p>10: 00 am to 10:20 am</p>	<p><i>Brooklyn Carlson, Manisha Garapati, Ritesh Prasad, Ashutosh Yadav, Jay Parekh</i> <i>University of Wisconsin – Parkside, USA</i> Sustainable Investing: Performance Analysis of Sustainable Portfolios</p>	<p><i>Raji Vipin, Robinet Jacob</i> <i>Mahatma Gandhi University, Kottayam, India</i> Reimagining Heritage Waterfronts: Place-Making as a Tool for Sustainable Development in Thazhathangadi</p>
<p>10:20 am to 10:40 am</p>	<p><i>Ritesh Prasad, University of Wisconsin – Parkside, USA</i> Economic Downturn as Opportunities: Advancing Productivity and Sustainable Employment</p>	<p><i>Miriam Najjim, Dr Robinet Jacob, Mohammed Niyas K K</i> <i>Mahatma Gandhi University Kottayam, India</i> Art and symbols in understanding through the lens of semiotics for cultural sustainability: A case study of murals in Ettumanoor Temple</p>
<p>10.40 am to 11.00am</p>	<p><i>James O Hagan,</i> <i>The Academy of Esports</i> <i>Wisconsin USA</i> Motivation and Academic Engagement in Collegiate Esports: A Self-Determination Theory Perspective</p>	<p><i>Paramita Suklabaidya</i> <i>Indira Gandhi National Open University, New Delhi, India</i> IT for Sustainability-Case Study of the App Gangs of Greenpur</p>
<p>11:00 am to 11:20 am</p>	<p><i>Hubert, N., Sander, H, Zeranski, St</i> <i>Ostfalia University of Applied Sciences, Germany</i> Assessing the role of Faith-Based Groups towards loss and damage funds in the Turkana County</p>	<p><i>Robinet Jacob, Miriam Najjim, Vishnu Saju</i> <i>Mahatma Gandhi University, Kottayam, India</i> Through the lens of Immersive Digital Humanities: Integrating culture for Omnipresent Mobility in Sustainable Tourism</p>
<p>11:20 am to 11:40 am</p>	<p><i>Chandrika Balasubramanian, Christopher Denman</i> <i>Sultan Qaboos University, Oman</i> Are we just preaching to the choir? World Englishes in the EFL classroom</p>	<p><i>PV Arvind, India</i> Green Dentistry for Better Environment-A Review</p>
<p>11:40 am to 12:00</p>	<p><i>J. Dileep Kumar, P Raja</i></p>	

pm	<i>Central University of Tamil Nadu, India.</i> The study on the Street Food Culture in Hyderabad, India: A Catalyst for Culinary Tourism	<i>Presentation by Sponsors-EL TORO</i>
12:00 pm to 12:20 pm	<i>Shapovalova Irina, Ph.D. St. Petersburg State University of Economics, Russia</i> Key tools for education quality assessment for sustainable strategic development	<i>Presentation by Sponsors-Quest International University</i>
12:20am to 12:40 am	<i>Dr. Kannan Ramaraj Madurai Kamaraj University, Madurai, India</i> Significance of Eco-Tourism in Achieving Sustainable Growth with Reference to SDG 17 through Nature Based Strategies	
12:30 pm to 02:00 pm	Lunch on your own and Networking Time	
02:00 pm to 05:00 pm	TOUR OF COLOMBO IN DOUBLE DECKER BUS (INCLUDED)	
07:00 pm onwards	GLOBAL SUSTAINABILITY AWARDS GALA AND DINNER VENUE: CINNAMON GRAND HOTEL COLOMBO	

Sunday, January 12th

POST CONFERENCE WORKSHOP

Morning	MORNING ON YOUR OWN
04.00 pm	EVENING DINNER AND WORKSHOP ON A CANDLELIT BEACH. RETURN BY 10 PM (DINNER HAS MULTIPLE OPTIONS ON YOUR OWN)

Program Chair

Robinet Jacob Ph.D.
School of Tourism Studies
Mahatma Gandhi University
India

Conference Chair

Abey Kuruvilla Ph.D.
University of Wisconsin –
Parkside Wisconsin
USA

Organizing Chair

Gishan Sumanasiri Ph.D.
AIC Campus, Sri Lanka

Review Chair

Hedda Sander Ph.D.
Ostfalia University Germany