KHAIRUL ISLAM HIGHER EDUCATION SOCIETY'S
MAHARASHTRA COLLEGE
OF ARTS, SCIENCE AND COMMERCE
Affiliated to Mumbai University - Reaccredited B++ by NAAC

Research Academy of Social Sciences

organizes

MULTIDISCIPLINARY INTERNATIONAL CONFERENCE

ON

SOCIAL MEDIA: INNOVATION, ETHICS & RESPONSIBILITIES

IN COLLABORATION WITH RESEARCH ACADEMY OF SOCIAL SCIENCES (RASS)

25th February 2025

HYBRID MODE

REGISTRATION

UPDATES FOR PARTICIPANTS

FOR MORE INFORMATION PLEASE CONTACT

Prof. Abdur Rasheed
Head, Dept of BAF
Cell Number: 98925 28827

Prof. Inamur Rahman
Dept. of Commerce
Cell Number: 92728 43465

ABOUT THE CONFERENCE

Social media has revolutionized communication, connecting individuals and communities across the globe. However this transformative power comes with significant ethical and societal implications.

This conference aims to explore the innovative landscape of social media, critically examining its evolving role in our lives while delving into the crucial ethical considerations and responsibilities that arise from its widespread use.

From the spread of misinformation and the erosion of privacy to the impact on mental health and the rise of online extremism, this conference will bring together scholars, practitioners, and policymakers to engage in a nuanced discussion. By fostering a deeper understanding of the ethical dimensions of social media, we can work towards more responsible and equitable digital future.

THEME

The International Conference on
Social Media: Innovation, Ethics and Responsibilities is an explorative and transformative role of social media in shaping communication, business, and society. It delves into the ethical dilemmas surrounding data privacy, misinformation, and user well-being, while highlighting the responsibility of individuals, corporations, and policymakers to foster safe, inclusive, and transparent digital spaces.

The conference seeks to inspire innovative solutions and encourage critical discussions about balancing progress with accountability in the digital age. Researchers are invited to submit their research papers illustrating original and unpublished works describing advances and significant innovations on the given relevant theme and sub themes.

SUB THEMES

Innovation

- **Emerging Technologies**: Exploring the impact of AI, AR, VR, and blockchain on social media.
- **Personalization and Recommendation Systems**: Balancing user experience with algorithmic transparency and control.
- **Social Media and the Metaverse**: Understanding the role of social media in immersive online environments.
- **Innovative Monetization Models**: Alternatives to advertising, such as subscription-based services or token-based economies.
- **Accessibility and Inclusive Design**: Designing social media platforms that are accessible to diverse users.

Ethics

- **Misinformation and Disinformation**: Strategies for mitigating the spread of false information on social media.
- **Online Harassment and Hate Speech**: Developing effective policies and tools to address online abuse.
- **Data Privacy and Security**: Ensuring the protection of user data in the face of increasing cybersecurity threats.
- **Algorithmic Bias and Fairness**: Identifying and addressing biases in social media algorithms.
- **Social Media Addiction and Mental Health**: Exploring the impact of social media on mental health and well-being.

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Responsibilities

- **Regulatory Frameworks**: Examining the role of governments and regulatory bodies in shaping social media policies.
- **Corporate Social Responsibility**: Encouraging social media companies to prioritize social good and transparency.
- **Digital Literacy and Education**: Empowering users to navigate social media platforms critically and responsibly.
- **Environmental Sustainability**: Reducing the environmental impact of social media infrastructure and usage.
- **Accountability and Transparency**: Promoting accountability and transparency in social media companies' decision-making processes.

The above themes and sub themes are indicative, research scholars can send papers on topics related to Social Media

MAHARASHTRA COLLEGE

Maharashtra College of Arts, Science and Commerce & Dr. Rafiq Zakaria Centre for Postgraduate Studies and Research, affiliated to University of Mumbai, accredited by NAAC was established in 1968 with a vision to bring higher education to the door steps of the economically underprivileged students, especially belonging to the Muslim minority, emphasizing on their all-round development.

Establishment in 1968 Maharashtra College is managed by Khairul Islam Higher Education Society. It was the realization of a dream by selfless and dedicated educationist and social worker, Mr. Mohammed Ali Mitha, the founding President honorable, Dr. Rafiq Zakaria, a veteran parliamentarian, writer, educationist and Islamic scholar. After his demise his wife Mrs. Fatima Zakaria, the eminent, educationist and recipient of the Padmashri Award took over and under her leadership and dynamism, the college witnessed exemplary progress. In 2021, Mr. Ahmed Khan a doyen in the field of social work and education was elected President of the Society. Under his guidance, the college aspires to head towards a better tomorrow.

The College aims at equipping students with a moral and intellectual outlook and inculcating in them the highest principles of unity and national integration. Apart from regular degree courses of B. A, B. Sc. and B. Com, the College also offers various Certificate Courses and Post Graduate Courses in Islamic studies, Commerce (Management), Botany and Information Technology. The College is also a recognized Research Centre, granting Ph. D degree in the subjects of Urdu, Commerce (Business Policy and Administration) and Botany.

RASS

RASS is an academic research platform undertaking primary research in social sciences.The Academy also organises colloquiums and maintains a web portal having researchpapers on various aspects of human society. The organization encourages ethical, productive and original research in the field of social sciences. It provides platform toresearch scholars to present their research findings.

Selected papers will be published in an International Peer Reviewed Journal

Papers should be sent on :
maharassic25@gmail.com

Scan this for Mail

Submission of Full Paper
20th February, 2025

ADVISORY COMMITEE

- Dr Sameena Naaz (Senior Lecturer University of Roehampton, London, UK)
- Dr Maqdoom Farooqui (Principal Rafiq Zakaria College for Women, Aurangabad)
- Mohammed Kasim Khan (National Co-ordinator FOSSEE)
- Dr Shariq Nisar (Principal Rizvi Institute of Management and Research)
- Dr Mohammed Aslam khan(Chairman & MD Octaware Technologies)
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- Dr Sangeeta Pawar (Dept of Commerce, Mumbai university)
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- Prof Abdul Aziz Arab (Coordinator-Management Courses)
- Prof Badiuddin Ahmed (Prof & Dean - Management & Commerce, MANUU)
- Dr Niranjan Sahay (Dept of Hindi, BHU)

Manuscripts should be typed in 12 points font size, Times New Roman with 1" margin on A4 Size Page

Manuscript should be organized in the following manner:
Maximum 2000 words
Title of the paper - 20 points font size

Name of Author(s) and their complete affiliation i.e. college/institute name, affiliating university etc.
Abstract (Maximum 200 words)
Keywords (Maximum 5)
APA Style Reference should be used

Papers should be sent on :
maharassic25@gmail.com

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- Mr Arshad Shaikh

Important dates:

Paper Submission date:
Presenters are requested to first send the abstract on the following email:
maharassic25@gmail.com

Submission of abstract (Max. 250 words):
10th February, 2025

Submission of Full Paper (Max. 2500 words):
20th February, 2025

Paper Selection notification(Abstract):
15th February, 2025

Registration date starts from
5th February, 2025

The registration fee includes participation certificate and publication (if selected)

Participation Only: Rs. 500/-
Paper presenters:
Foreign Delegates: Rs. 2500/-
Academicians : Rs. 1500/-
Research Scholar: Rs. 1000/-
Each Author needs to register separately in case of multiple authors.
Registration fee can be paid through bank transfer and cash. The bank details are as follows :
Account Name:
Maharashtra College National Conference
Bank Name: HDFC
Account Number: 50100194239513
Branch: Mumbai Central
IFSC code: HDFC0000522
MICR: 400240071
UPI ID: Aquib Wasim Shaikhani
aquibws@okhdfcbank

COURSES OFFERED

JUNIOR COLLEGE

XI & XII
(ARTS,SCIENCE & COMMERCE)

UG COURSES

- Bachelor of Arts
- Bachelor of Science
- Bachelor of Science(Information Technology)
- Bachelor of Science(Computer Science)
- Bachelor of Commerce
- Bachelor of Commerce (Management Studies)
- Bachelor of Commerce (Accounting and Finance)

PG COURSES

M.COM
- M.Com(Advanced Accountancy)
- M.Com(Business Management)

M.A
- M.A (Business Economics)
- M.A (Islamic Studies)
- M.A (English)
- M.A (Urdu)

M.Sc
- M.Sc (Information Technology)
- M.Sc (Botany)
- M.Sc(Chemistry)
- M.Sc (Zoology)
- M.Sc (Physics)

Doctoral (PhD)
- PhD - Urdu
- PhD - Botany
- PhD - Business Policy and Administration