



INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE



8th International conference on CONTEMPORARY ISSUES IN MANAGEMENT 27th & 28th February 2020 | ISME, Bangalore

Conference Highlights

- Pre-conference workshop on 'Conducting an effective literature review –An overview of tools, terms and techniques'
- Accepted papers would be published in ISME conference proceedings with ISBN
- Virtual presentation for accepted papers from international participants
- Post conference mentoring for Scopus indexed publications

TRACKS

TRACK-1: Issues in Political and Economic Environment

- Macroeconomic trends and indicators
- Recent developments in financial markets
- Human Development and Economic Growth
- Issues and Challenges in Government policies
- National and International Political Climate

TRACK-2: Issues in Manufacturing, Services and Agricultural Sector

- Agility in manufacturing systems
- Technology in manufacturing
- Labor market dynamics
- Industrial revolution 4.0
- Impact of regulation and policy on sectors of the economy
- Economic issues in manufacturing, services and agriculture

TRACK-3: Issues in Management of Technology

- Block chain technology for business
- Role of AI in Data, Learning and Education
- Automation and work-force
- Application of Analytics/Machine learning/NLP for business

TRACK-4: Functional Areas of Business

- Human Resources: Employee Engagement, Leadership challenges, Spirituality and leadership, Technology and workforce, Dark side of leadership, HRM in VUCA environment, Workplace ethics.
- Finance: Influence of Leverage on Profitability of Companies, Financial Analytics, Financial Technology, Green Finance Market, Sustainable Finance-Environmental, Social and Governance (ESG)
- Marketing: Guerrilla Marketing, Stealth Marketing, Customer Lifetime Value (LTV), Use of big data and analytics to achieve consumer insights, Digital/online marketing practices, marketing to millennials and Gen z
- Operations: Six Sigma, Total quality Management, Quality Standard measurements, Capability Maturity Model

TRACK-5: Business Excellence and Business Risk Management

- Strategic leadership for excellence
- Quality frameworks for Business excellence
- Innovation management
- Process and productivity analytics
- Enterprise risk management
- Corporate Sustainability and Business excellence

(The above mentioned topics are only suggestive and not complete. Professionals and researchers can submit quality papers related to the above mentioned theme)

Awards

- Best Research Paper Award for each track.
- Best 'student scholar' award for student submissions

Chief Patrons

| | |
|------------------|----------------|
| Mr. Nitin Garg | Director, ISME |
| Dr. Anand Joshi | Mentor, ISME |
| Dr. Rony Kurien | Dean, ISME |
| Dr. Shampa Nandi | HOD, ISME |

Conference Team

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|---|
| Dr. Swarnalakshmi U Assistant Professor, Business Analytics |
| Dr. M. Ramesh Kumar Associate Professor, HRM |
| Prof. Shurly Tiwari Assistant Professor, HRM |
| Prof. Sudhindra VR Assistant Professor, Finance |

CONTACT

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Associate professor, HRM
Conference Convener

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DATES TO REMEMBER

| DETAILS | DATES |
|------------------------|--------------------------------|
| Abstracts Submission | 15 th December 2019 |
| Abstract Approval | 26 th December 2019 |
| Full Paper Submission | 25 th January 2020 |
| Registration closes on | 31 th January 2020 |

PARTICIPANT FEES

| PARTICIPANT | FEES |
|---|---------|
| Research Scholars/Students | Rs 500 |
| Research Scholars/Students (with ISBN publication) | Rs 1000 |
| Academicians | Rs 1500 |
| Industry/Corporate Delegates | Rs 2000 |
| Foreign Delegates | \$100 |
| Academicians (with ISBN publication) | Rs 2000 |
| Industry, Corporate delegates (with ISSN publication) | Rs 2500 |

Academic Collaboration



Industry Collaboration



CONFERENCE VENUE AND ADDRESS FOR COMMUNICATION

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