



INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE



**10th INTERNATIONAL CONFERENCE ON
CONTEMPORARY ISSUES IN MANAGEMENT- CIM 22**

February 25th & 26th, 2022



ABOUT ISME

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Carnegie Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and competent professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 1% B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. Our lush green campus at Sarjapur Main Road is an ideal ambience for study and research. The Institute constantly endeavours to expose its students to various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.

ABOUT THE CONFERENCE

Contemporary management issues often trigger in us the need to think differently from customary and time tested management practices. In a dynamic environment, new issues create the need to develop and enhance tools and practices to facilitate more adaptive responses to emerging issues when they surface. Contemporary issues are particularly relevant to the present time of pandemic where it is important for all organisations worldwide to embrace the continuous changes in technology, economy, environment, and government policies across all sectors while remaining focused on the organisational mission and goals to remain competitive. The rise in technology adoption by businesses and consumers, economic fallout of the pandemic across the world, the rise of China as a global aggressive force and our government policies moving towards a more nationalist agenda, are some of the more recent issues which confront businesses and management today. This conference will be a platform for industry practitioners, academicians, entrepreneurs, and research scholars to come together, to learn, share and discuss current emerging topics in management with thought leaders, technologists, and learning experts. This would be a great knowledge sharing event for a diverse audience embracing international and national participants. The event has inspirational keynote speakers, practitioner-led workshop sessions, and mutually beneficial networking opportunities. We invite original papers from interested professionals and researchers to participate and present in the conference in response to the uncertain and complex frames interconnecting these issues with business sustainability and excellence.

CONFERENCE HIGHLIGHTS



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- Pre-conference workshop on *Model Building and Developing Research Hypothesis*
- Panel discussion on *Future of Business Forecasting*
- Conference will be held in blended mode
- Publication opportunities for selected papers in Scopus and ABDC indexed journals

PUBLICATION OPPORTUNITIES

- All papers selected for presentation and subsequently presented by the registered author(s) in the conference will be published in the Conference Proceedings with ISBN.
- Selected good quality papers will be invited for review and potential publication in:
 - ✓ ABDC Indexed Journal Empirical Economics Letters
 - ✓ Special issue of a Scopus Indexed journal
 - ✓ UGC-Care Listed Journal/ Peer-Reviewed Journal
- For publication, submission, review, and processing will strictly adhere to the norms of the publishing journal.

CONFERENCE SPEAKERS



Dr. Jane Thomason

Board Advisory,
Non Executive Director- Blockchain
DeFi & Frontier Technology for
Social Impact, Health Tech
Futurist & Author

Dr. Jane Thomason is the Co-Founder of British Blockchain and Frontier Technology Association, UK; Industry Associate at University College London, Centre for Blockchain; Section Chief Editor for Frontiers in Blockchain; Ambassador for Fintech Diversity Radar and an Advisor in Kerala Blockchain Association, African Blockchain Centre of Excellence. Dr. Jane Thomason has featured in Forbes (2018) as a Blockchains' leading social evangelist and in multiple awards including: Top 100 Women in Crypto, Crypto Curry Club (2020); Women in GovTech 2019; 10 Digital Frontier Women, UN Decade Of Women (2018); UN Decade of Women Quantum Impact Champion (2018); Lattice Top 100 Fintech Influencers for SDGs (2018); Thinkers 360 Top 20 Global Thought Leaders and Influencers on HealthTech; and Blockchain; and Sustainability. (2021). She has authored more than 40 articles in peer reviewed journals, and 6 books; and multiple book chapters including "Blockchain Technology for Global Social Change" and "Blockchaining the World." Dr. Thomason has consulted and provided Blockchain expert advice to WHO, OECD, ADB, USAID and Commonwealth Secretariat. She has a successful track record of leadership globally in positions including: CEO and Chair of leading hospitals, Senior Social Sector Specialist at Asian Development Bank and a founder of successful international development company with an annual revenue of \$250 million.



Dr. Vasanthi Srinivasan

Professor- Organizational Behavior
& Human Resources Management
Chairperson- Digital Learning,
IIM, Bangalore.

Dr. Vasanthi Srinivasan is a Professor of Organizational Behavior & Human Resources Management and Chairperson, Digital Learning at Indian Institute of Management, Bangalore. Her research interests are in the field of multi-generations in the workplace, women in management and boards, ethics teaching in business schools, HRM in Rapid Growth Organizations and Ethics, and CSR in Micro, Small and Mid-sized enterprises. She has published research in many leading international journals on HR Innovation, Leadership Development, Work-Family Balance, Ethics and Management Research in India etc. She was an Indian Council for Cultural Relations Chair Professor for Corporate Responsibility at the HHL Graduate School of Management Leipzig, Germany for the period 2012-13 on deputation. She was also a British Council Visiting Scholar at the International Centre for Corporate Social Responsibility at the Nottingham University Business School. Vasanthi Srinivasan has consulted extensively for both Indian and multinational companies in the field of leadership development. She has designed, developed, and delivered programmes to build the leadership pipeline for organizations. She has worked with technology and R&D organizations to build their technical leadership talent. She has also designed and delivered "Tanmatra: Women in Leadership" – a leadership development programme exclusively designed for senior women leaders in business in collaboration with Catalyt India and IBM.



Dr. Senthil Veeraraghavan

Professor- Operations Information
and Decisions, Wharton University
Pennsylvania.

Dr. Senthil Veeraraghavan is a Professor of Operations, Information and Decisions in Wharton University of Pennsylvania. His research interests are in the field of empirical operations management, operations analytics, operations management, operations strategy, pricing and revenue management, service operations management, supply chain management. His research has appeared in Management Science, Operations Research, Manufacturing and Service Operations Management and Production and Operations Management journals. His research on Quality Speed Trade-offs in services won the first ever award for Best paper in Operations published in Management Science. Recently, Dr. Senthil Veeraraghavan advised an undergraduate thesis on a project which received Class of 2018 Penn President's Engagement Prize, awarded to senior projects designed to make a substantial, sustainable impact in the world. Currently, he teaches Operations Strategy, for which he has received several Wharton Excellence in Teaching Awards. Dr. Senthil graduated from Indian Institute of Technology, Bombay and received his PhD from Carnegie Mellon University.



Dr. Srinivas Sridharan

Associate Professor of Marketing
Monash Business School, Australia.

Dr. Srinivas Sridharan is an Associate Professor of Marketing at Monash Business School, Monash University, Australia. Srinivas has taught courses in Marketing Theory, Marketing Strategy and Marketing Implementation, Sustainability Marketing, and Shaping Ethical Marketplaces; to students ranging from B.Com. to MBA, Exec MBA, and PhD. He has published research in many leading international journals on how markets shape the quality of life of consumers and small-scale entrepreneurs. His research studies have been conducted in many countries - US, Canada, India and developing countries like Zimbabwe, Uganda and Fiji. He has held roles as Associate Dean, Research Grant Development, Director of Masters programs in Marketing, and sat in steering committees of mission and strategy development and implementation. Before moving to Australia in 2010, Srinivas taught for several years at the Richard Ivey School of Business in Canada and at Indiana University in the USA. Srinivas obtained his PhD from Indiana University and his Bachelor's degree in Mechanical Engineering from BITS Pilani.

CONFERENCE TRACKS

Track 1:

Political and Economic Environment

- Reverse Globalization
- Reviving Economies after Covid
- Circular Economy
- Disposable Income
- Environmental Expectations

Track 2:

Business Excellence & Sustainability: Manufacturing, Services and Agricultural Sector

- Industrial Revolution 5.0
- Indian Industry being Self-reliant
- Renewable Energy
- Impact of Contactless on Service Sector
- Growth of Wellness in Healthcare
- Business Sustainability Management during Pandemic
- Supply Chain Transformation in Agricultural Sector
- Reverse Supply Chain

Track 3:

Functional areas of Business

- Adversity Quotient during Challenging Time
- Employee Engagement and Motivation during and post Covid
- Emerging Work Force Trends in New Normal (Hybrid, WF 4.0)
- AR, VR & AI, ChatBot in Marketing
- Marketing to GenZ
- Shift in Media Practices
- Changing Consumer Buying Behavior during Covid
- Factory Automation for Remote Operations
- New Business Models and Evolution of SCM
- Omni Channel
- Regulatory Ecosystem for Fintech – P2P Lending, Crowd Funding, Payments, Crypto Currencies
- Artificial Liquidity and its Impact on Stock Market
- Trends in Startup Financing
- ESG- Environment Sustainability and Governance in Finance

Track-4:

Management of Technology

- Responsible AI
- Cloud Adoption & Risk Management
- Remote Management of Technology Infrastructure
- Emergence of Data Engineering and Data Technology
- Cyberbullying & Cyber Crime
- Internet Addiction

Track-5:

Redefining Management Education

- NEP and its Impact
- Paradigm Shift to Hybrid Learning
- Psychological Implications of Online Learning
- Edtech
- Digital Divide and its Impact

GUIDELINES FOR FULL PAPER SUBMISSION

1. Paper should have an abstract of about 300 words including the purpose, methodology, major findings of the research and the keywords (Maximum 5).
2. The title page of manuscript must include the title of the theme, names of authors including the corresponding author, affiliations, phone numbers and email for correspondence.
3. The word limit of full paper is 4000 to 6000 words.
4. APA style of referencing for citation is to be followed to maintain uniformity.
5. All tables, charts and graphs should be given on separate sheets with title.
6. Full paper must be typed in MS Word in Times New Roman with font size 12 and 1.5 line spacing. All pages of the paper shall be numbered. The paper must not have been published or accepted for publication elsewhere: an undertaking to this effect should appear in the cover letter/email.
7. Full papers are to be submitted to **cim22@isme.in**

DATES TO REMEMBER

Full Paper Submission:	3rd January 2022
Acceptance Notification:	31st January 2022
Conference Date:	25th & 26th February 2022

REGISTRATION FEES

Academicians (with publication)	₹ 2000
Academicians	₹ 1500
Industry/Corporate delegates (with publication)	₹ 2500
Industry/Corporate delegates	₹ 2000
Research Scholars/Students (with publication)	₹ 1000
Research Scholars/Students	₹ 500
Foreign Delegates	\$ 100

REGISTRATION

For registrations visit <https://isme.nopaperforms.com/>

- Registration fee includes tea, snacks, lunch and conference kits.
- Limited accommodation available upon advance notice.

CONFERENCE COMMITTEE

Patrons

Mr. K G Garg	Chairman, ISME
Mr. Nitin Garg	Director, ISME
Dr. Anand Joshi	Mentor, ISME

Conference Chairs

Conference Chair	Dr. Rony G Kurien, Dean, ISME
Conference Co-Chair	Dr. J. Meena Kumari, Professor & Head Research & Development, ISME

Advisory Committee

Dr. Gopakumar Thampi	Advisor, The Asia Foundation
Dr. G. M. Jayaseelan	Academic Head - Marketing, Leadership & Innovation iNurture Education Solutions Pvt. Ltd.
Mr. N. Balachandra	Director- Consultant, Business & HR Advisory

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Dr. M.Ramesh Kumar	Co-ordinator - Research & Development, ISME
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Dr. Nisha Mary Thomas	Associate Professor, ISME

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Knowledge Partners

