

International School of Management Excellence

Explore – Experience – Excel

**International Conference on Contemporary Issues in Management on
25th and 26th February 2022**



Background

- In the last 14 Year Contemporary Issues have Evolved:

Globalisation
(2008 – 2010)

Technology
(2010 – 2012)

Entrepreneurship
(2012-2014)

Sustainability
(2014-2016)

Digital Convergence
(2016-2018)

Industry 4.0, Analytics,
Automation etc
(2018 – 2019)

Covid 19, AI, Online
(2020 – 2021)

Online (Learning,
Buying), WFH Impact,
Digital Divide (2022 –)

Themes for the Papers Submitted in the Conference

Political and Economic Environment

- Regulatory – Cypto
- SDG
- Covid – 19
- Sustainable Gov
- CSR and Innovative Collaboration
- ESI Health Insurance (2)

Management of Technology

- Clean Transportation
- Innovation Mgt
- Augmented Reality in online purchase
- Cyber Security on Digital Mkt

Business Excellence and Sustainability: Service, Manufacturing & Agri

- Blockchain in Banking (2)
- Digital Payments (Life Insurance)
- IoT in Business
- Digital Divide – Banking
- Financial Inclusion
- Organic Farming
- Agr Insurance
- Green initiative practices – IT
- Hospitality – Home stay
- Indian Aviation

Functional Areas – HR

- Perf, work & life
- Intellectual Capital
- Skilling
- Motivation (2)
- Life satisfaction amount students
- WFH and Welbeing (3)
- Coaching
- HRWS Practices
- Attrition
- Online Job Search
- Psy Capital on EI

Finance

- Startup Financing
- Risk Mgt (2)
- Green Banking
- Credit for MSME
- Stock Market (2)

Marketing, Supply Chain

- Influencers / Social Media, Word of Mouth on Buying Decisions
- Rural Mkt (4)
- Customer engagement in online
- Covid and Buying Behaviours
- Digital Mkt (2)
- Green Advertising
- Reverse Logistics
- Omni Channel

Redefining Management Education

- Success factors in online courses
- GenZ adoption of EdTech
- Hybrid Learning
- International Linkages
- eLearning Market
- Teaching Methods
- Emotional Intelligence and AQ in students
- Psychological Imp in online
- NEP

*Thank
you*

