

INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE



12th INTERNATIONAL CONFERENCE ON **CONTEMPORARY ISSUES IN MANAGEMENT- CIM24**

@February 23rd & 24th | 2024



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.

ISME Bangalore is the recognized **Research Centre of University of Mysore**. It also offers a **Fellow Program in Management recognized by AICTE**. The doctoral programs at ISME are designed to cater the scholarly needs of working executives, managers, faculty members, researchers and entrepreneurs. The objective of the programs is to develop scholars for higher level careers in management research, teaching, practice, consulting, training and development and also in new business creation. The faculty members and scholars of ISME undertake industry focused research that has a meaningful impact on academia and international business environment.

ABOUT THE CONFERENCE

Contemporary issues in management refer to the current and relevant challenges, trends, and developments that affect organizations, leaders, and managers in today's dynamic business environment. The current business environment is facing issues like geopolitical instability, trade tensions, increasing inflation and declining GDP in many nations. Further, organizations across the world are increasingly emphasizing on digital innovation, inclusive growth and sustainability. The conference will deliberate on such key issues and discuss possible options and solutions. This conference will provide a platform for researchers, academicians, practitioners, entrepreneurs and industry experts to share their latest research findings, discuss emerging trends in management, and exchange knowledge 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 will feature keynote speeches from renowned scholars and industry leaders, and will have practitioner-led workshop sessions. The goal is to foster collaboration, exchange ideas, and inspire further research and practical implementations in the field of management. We invite original research papers for presentation from industry practitioners, doctoral scholars, and academicians on the impact of these contemporary issues on business sustainability and excellence.

CONFERENCE HIGHLIGHTS

- ▶ Paper Development Workshop by Prof. Kirankumar Momaya, Editor-in-Chief - International Journal of Global Business and Competitiveness (JGBC, co-published by GIFT Society and Springer); Chair Professor, Competitiveness, SJMSOM, IIT Bombay.
- ▶ Conference will be held in hybrid mode.
- ▶ Publication opportunities for selected papers in Scopus and ABDC indexed journals.

PUBLICATION OPPORTUNITIES

- ▶ Abstracts of all accepted papers will be published as a part of Conference Proceedings/ Book of Abstracts with ISBN number.
- ▶ Selected good quality papers will be invited for submission, review and potential publication in
 - International Journal of Global Business and Competitiveness (JGBC, co-published by GIFT Society and Springer, ABDC-C)
 - Indian Journal of Industrial Relations (ABDC-C)
 - International Journal of Management and Sustainability (Scopus)
 - Rajagiri Management Journal (Emerald Publication; UGC Care List)
 - ISME Management Journal- Xplore (Peer reviewed, ISSN 2583-4355)
- ▶ For publication, the submission, review and processing will strictly adhere to the norms of publishing journals. Further, please refer to journal's website to understand their submission fee and APC charges. Authors are requested to go through the journal guidelines before it is accepted for publication.

BEST PAPER AWARDS

Three full papers will be identified for best paper awards. They will be awarded a cash prize.

First Prize:	INR 25,000/-
Second Prize:	INR 15,000/-
Third Prize:	INR 10,000/-

GLIMPSES FROM PAST CONFERENCES



CONFERENCE SPEAKERS



Dr. Harald Bolsinger (TBC) is a Micro Economist, Business Ethicist and Professor at the Würzburg-Schweinfurt University of Technology, Germany. In 2001, he completed his degree in Business Administration and an additional certificate in Sociology at the University of Erlangen-Nuremberg, Germany. He was awarded his doctorate there in 2006. He has taught in Nuremberg for four years as the Chair of Economic and Development Policy. Since March 2012 he has been teaching as a Professor of Business Ethics and Economics at the Würzburg-Schweinfurt University of Technology, Germany. His interests include ethics, CSR and sustainability. He deals intensively with questions of Sustainable and Value-oriented Corporate Management, Applied Ethics and Digitalization, Spirituality and the Transformation towards a sustainable economy.



Dr. Krishna Balodi (TBC) is a Professor of Strategic Management at IIM Lucknow. He has pursued his Fellow Program in Management in Strategic management at IIM Indore before joining IIM Lucknow. He was a Commonwealth visiting PhD scholar at Cambridge Judge Business School and Intercollegiate visiting PhD student at London Business School in 2013. He has done his Post Graduation in Management from University of Lucknow. He is primarily interested in using Institutional based view, Resource based view, and Configuration approach to explore High-tech entrepreneurship, Strategic management of high growth firms and young firms, Growth strategies for MSMEs, Organizational design, configuration, business model, innovation and Economics of agglomeration. He has published papers in various reputed journals and has been awarded the AIB Foundation and Sheth Foundation travel award to attend AIB conferences. He has participated in research development workshops and has received a Commonwealth split-site doctoral scholarship to study at Cambridge Judge Business School.



Dr. Rajesh Bagchi is a Professor of Marketing at the Pamplin College of Business, Virginia Tech, USA. He holds a Bachelor's degree in Civil Engineering from IIT Mumbai and a Masters from the University of Cincinnati in Environmental Engineering. His research interests include marketing, psychology, economics, finance, and education to understand consumer decision-making. He identifies gaps in numerical information processing, proposes interventions, examines market mechanisms, and examines post-purchase evaluations' impact on disposal decisions, affecting societal and environmental implications. He is a highly productive scholar, consistently ranked among the Top 30 globally. He has published papers in various journals and is an Associate Editor for the Journal of Consumer Research and the Journal of Consumer Psychology.



Dr. Macario Fernandes is the CEO and President of H&H Search Partners (UK) Ltd. and HAH Consultants GmbH. He holds a Bachelor's degree and multiple Master's degrees from the University of Mumbai. He received his Doctoral degree in integrated management from the University of Missouri, USA. He has over four decades of experience in strategy, integrated marketing, marketing analytics, branding, new product development, and corporate training, and has also served as a visiting faculty at International Business Management Programs of London School of Economics, University of London and others. He has authored five books on wisdom management and leadership. He has also worked in corporate management and academic education, serving as a wisdom management consultant and family business coach.

CONFERENCE TRACKS

TRACK 1: Political and Economic Environment

- Reverse Globalisation
- Impact of geo-political issues on the economy
- Monetary, Fiscal and Regulatory changes
- Circular Economy
- Green Economy
- Net Zero Economy
- Post Pandemic Tourism as the new GDP Driver
- Future of Multilateralism

TRACK 2: Business Excellence, Competitiveness & Sustainability: Manufacturing, Services and Agricultural Sector

- Firm International Competitiveness
- Frameworks of Business Excellence & CMM
- Technovation and Business Sustainability
- Enterprise Sustainability
- Industrial Revolution 5.0
- Carbon Neutrality and Business Sustainability
- Sustainable Development Goals
- Revival of industries post pandemic
- Social value creation by new enterprises
- Disruption in global supply chain
- China Plus One Policy
- Supply Chain Management in Agriculture

TRACK 3: Functional areas of Business

- Strategies facilitating competitiveness in different functional areas of business
- Strategic Leadership
- Operational / Financial / HR Excellence and Competitiveness
- New Marketing Practices: Quantum Marketing, Phygital Marketing, Neuro Marketing, Interactive Marketing, Proximity Marketing
- Hybrid work model
- AR, VR & AI, ChatBot in marketing
- Marketing to Digital Natives
- Shift in Media Practices
- Paradigm Shift in HRM: Soft and Loud Quitting, Moonlighting, Gig Working
- Rethinking HR Practices through Neuro Lens
- Diversity, Equity and Inclusion (DEI)
- Labor Code 2020 and its Implications
- New forms of Leadership: Remote Leadership, Crisis Leadership, Transformational Leadership and others
- Emotional and Psychological Health
- Changing landscape of FinTechs - P2P Lending, Crowdfunding, Payments, Cryptocurrencies and Blockchain
- Artificial liquidity and its impact on financial markets
- Trends in Start-up Financing
- ESG- Environment sustainability and Governance in finance
- Lean and Six Sigma methodologies
- Sustainable and green operations

TRACK 4: Management of Technology

- Management of Technology and Innovation for Competitiveness
- Digital Platforms, Fintech and Industry 5.0
- Appropriate technologies for sustainability
- Generative AI
- Metaverse and AI Powered Technologies
- Data Engineering and Governance
- Cyber Security
- Intellectual Property Rights
- Snowflake

TRACK 5: Redefining Management Education

- Impact of Online Learning- Social, Psychological and Communication
- EdTech
- Learning models for technology and innovation management
- Innovative pedagogy practices in business management
- Transformation in academic ecosystem
- Adaptive Teaching and Learning
- Accreditation and Ranking in Management Education

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 the manuscript must include the track number, title of the manuscript, name(s) of author(s) including the corresponding author, affiliations, phone numbers and email for correspondence.
3. The word limit of full paper is 3000 to 6000 words.
4. APA 7 style of referencing for citation should be followed to maintain uniformity
5. All tables, charts and graphs should be given on separate sheets with titles..
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 should be submitted at <https://cmt3.research.microsoft.com/ICCIM2024>
8. For any queries, please mail at cim24@ismе.in

DATES TO REMEMBER

Full Paper Submission:	31st December 2023
Acceptance Notification:	31st January 2024
Conference Date:	23rd & 24th February 2024

REGISTRATION FEES

Academicians :	INR 2000
Industry/Corporate delegates :	INR 2500
Research Scholars :	INR 1500
Students :	INR 500
Foreign Delegates:	USD 50

REGISTRATION

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

Registration fee includes tea, snacks, lunch and conference kits

CONFERENCE COMMITTEE

Dr. Nitin Garg Director, ISME

Mr. Vivek Garg Director, ISME

CONFERENCE CHAIRS

Conference Chair: Dr. Rony G Kurien, Dean, ISME

Conference Co-Chair: Dr. Nisha Mary Thomas, Head- Department of Research, ISME

Conference Co-Chair: Dr. Shampa Nandi, Principal, PGDM, ISME

ADVISORY COMMITTEE

Dr. Gopakumar Thampi: Advisor, The Asia Foundation

Dr. Jitendra Mishra: Registrar, Jain (Deemed to be) University

Dr. Nandeesh V. Hiremath: Professor, Jagdish Sheth School of Management (JAGSoM) & Registrar Vijaybhoomi University, Karjat, Greater Mumbai

ORGANIZING COMMITTEE

Dr. Haritha S: Coordinator, Department of Research, ISME

Dr. Aradhana Yadav: Principal, UG Department, ISME

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KNOWLEDGE PARTNERS



INDUSTRY PARTNERS

