

INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE



13th INTERNATIONAL CONFERENCE ON

CONTEMPORARY ISSUES IN MANAGEMENT - CIM25

@February 21st & 22nd | 2025



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

In today's rapidly evolving business landscape, organizations are dealing with abundance of challenges and opportunities. From technological advancements to geopolitical shifts and sustainability concerns, the demands on businesses have never been higher. To navigate these complexities successfully, it is imperative for practitioners, academicians and researchers to stay abreast of emerging trends and adopt innovative strategies. The 13th International Conference on Contemporary Issues in Management (CIM25) 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. Our conference will delve into a wide range of topics on political and economic environment, business excellence, competitiveness, sustainability, functional areas of business, management of technology, and redefining management education. By bringing together leading experts from around the world, this conference aims to foster collaboration, share knowledge, and inspire innovative solutions. The conference aims to provide fresh insights into contemporary issues reshaping management today. 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. 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

- **Workshop on, "Streamlining Research Writing: From Drafting to Publishing with AI and Visualization Tools"** By Dr. Ganesaraman, Vice President & Global Head - Internal Audit & Information Systems at [24]7.ai.
- Publication opportunities for selected papers in Scopus and ABDC indexed journals.
- Conference in Hybrid mode.
- Lifetime Achievement Award.

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
 - Indian Journal of Industrial Relations (ABDC-C)
 - International Journal of Management and Sustainability (Scopus)
 - International Journal of Entrepreneurship and Innovation (ABDC-C)
 - International Journal of Electronic Banking (ABDC-C)
 - ISME Management Journal - Xplore (Peer reviewed, ISSN 2583-4355)
- **Authors are also requested to go through the journal guidelines for publication.**
- **Further, please refer to respective journal's website to understand their submission fee and APC charges.**
- **For publication, the submission, review and processing will strictly adhere to the norms of publishing journals.**

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 OF PAST CONFERENCE



CONFERENCE SPEAKERS



Dr. D Rajasekhar is currently the Director of the Institute for Social and Economic Change, Bengaluru and Vice Chancellor of Dr. B.R. Ambedkar School of Economics University, Bengaluru. With over 30 years of research and teaching experience, he focuses on decentralised delivery of public services, social protection, and microfinance. Rajasekhar has published over 100 papers and 29 books on social protection issues, including wage employment programs, health insurance, financial incentives, and decentralisation. He has extensive international experience in social science research, having served as a visiting scholar at various universities and as an Abdul Nazir Sab Chair Professor at the Centre for Multi-Disciplinary Research in Dharwad, Karnataka. He obtained a Ph.D. in Economics from Jawaharlal Nehru University, New Delhi. Rajasekhar is currently conducting research on gender quotas, innovations in social protection delivery, shock responsive social protection, and disaster management at the local level. He has served in policy bodies constituted by the governments of India and Karnataka, organizing and conducting capacity development programs for representatives of decentralized government, cooperatives, civil society institutions, donors, government, and banks. He was awarded the Sanjaya Lall prize for his co-authored paper on 'Collusion, Co-option and Capture: Social Accountability and Social Audits in Karnataka, India' published in Oxford Development Studies.



Mr. Arnold (Guan Hao) Su is the Vice President, Consumer & Gaming PC, System Business Group, Asus India. He has been with Asus for more than 13 years and his roles have experienced magnificent shifts having a profound positive impact on the Asus India business. His core expertise lies in driving P&L and achieving industry benchmarking results through brand building, transforming retail experiences, leading sales & distribution, building high-performance teams and disruptive organization strategy through change management. In his multi-faceted role, Arnold along with managing and directing the entire PC business is responsible for brand-building initiatives and sales growth nationally. Prior to being appointed as the Business Head (BDM), Arnold served the company in different roles from branch to head office. He achieved excellent results with regards to team growth and supervising the entire operations encompassing sales, marketing, service to administration etc. Arnold bagged the 'Employee of the year' award globally in the years 2014, 2016 and 2022 for his commendable contribution to ASUS India. He is a passionate athlete who enjoys jogging and has participated in the Tokyo Marathon, February 2014 and Bordeaux Marathon, October 2014. Taipei Half Marathon, Dec 2018, Prague Marathon, May 2019.



Dr. Heinz Herrmann is Associate Professor at Torrens University Australia (TUA), a member of TUA's Centre for Organisational Change & Agility (COCA), and Adjunct Professor at the Australian Graduate School of Leadership (AGSL). He teaches in TUA's MBA program with a SESL average of 4.8 in the recent two years, is the chair for TUA's Business Discipline Curriculum Committee (DCC), leads COCA's research cluster for Banking, Financial Services, Insurance and Accounting (BFSIA), has five academic awards, and has two doctoral completions. He has delivered four invited international keynotes, sits on two editorial boards and one scientific board, delivered three invited presentations at international conferences, delivered four guest lectures at three overseas universities, has reviewed 53 journal articles as a peer reviewer, and is an active researcher within COCA with ten peer-reviewed publications since 2019. Heinz has a Doctor of Business Administration, a Masters in Computer Science, and a Board Director Diploma from the Australian Institute of Company Directors. His academic credentials have been applied over six years of board-level roles and twenty-five years of executive roles with responsibility for up to \$1.6 billion revenue in the Technology, Media, and Telecommunications (TMT) industry. Heinz is therefore deeply grounded in theory and commercialisation in practice, including an innovation patent. In addition to his academic publications, he has authored a bestselling peer-reviewed textbook, for which the entire printed edition sold out within four months of release. His Keynote Address will be on the topic "Responsible AI in Research".



Dr. Ganesaraman K is the Vice President at [24]7.ai. He heads Global Internal Audit & Global Information Systems, alongside being their CSR trustee. He is also a Professor of Practice at Faculty of Management and Commerce, M S Ramaiah University of Applied Sciences, Bangalore. His earlier work experiences have been associated with GE Healthcare, Visteon, and Lucas TVS. He has obtained his Ph.D. from the Indian Institute of Science (IISc), Bangalore in 2021. He was awarded a Gold Medal from the Indian Economic Association for the thesis on "Tech Startup Failures in India: Causal Attributes, Life Expectancy, and Exits". He is a qualified cost and management accountant from ICWAI Institute (2013), a triple gold medalist in PGDBA from Loyola Institute of Business Administration (2001), and an engineering gold medalist from Bharathidasan University (1996).

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
- Future of Multilateralism

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

- Firm International Competitiveness
- Innovation and Business Sustainability
- Sustainable Production and Service Delivery Models
- Role of AI in Enhancing Operational Excellence
- AI and Digital Transformation
- AI in Agriculture
- AI-Driven Innovations in Manufacturing
- Leveraging AI for Efficiency and Client Satisfaction

Track 3: Functional Areas of Business

Marketing Technology and Customer Experience and its impact on Business Excellence

- Influencer Marketing
- AI in Customer Experience
- Marketing for Social Good
- New Marketing Practices: Quantum Marketing, Phygital Marketing, Neuro Marketing, Interactive Marketing, Proximity Marketing
- Interactive Marketing
- Social Commerce, Omnichannel Marketing, Retail transformation

AI Driven HR Tools and Employee Wellbeing and its impact on Business Excellence

- The Gig Economy and Workforce Management
- Remote Work and Employee Performance
- Employee Well-Being
- Diversity, Equity and Inclusion (DEI)
- AI & Automation in HRM
- Upskilling, Reskilling & Deskillling
- Employee Experience & Employee Engagement

Financial Technology and Behavioral Economics and its impact on Business Excellence

- Investor Psychology and Investment Decisions
- Changing landscape of FinTechs - P2P Lending, Crowdfunding, Payments, Cryptocurrencies and Blockchain
- Trends in Start-up Financing
- ESG- Environment sustainability & Governance in finance
- AI in Credit Scoring, fraud detection, and algorithmic trading

Industry 5.0 and Human Centric Automation and its impact on Business Excellence

- Supply Chain Resilience
- Lean and Six Sigma methodologies
- Blockchain for Supply Chain Transparency
- Sustainable and green operations
- Human-robot collaboration

Track 4: Management of Technology

- Management of Technology and Innovation for Competitiveness
- Strategic Management of Generative AI
- Data Engineering, Data Analytics and Governance
- Cyber Security
- Intellectual Property Rights
- Ethical and Social Implications of AI

Track 5: Redefining Management Education

- Impact of Online Learning- Academic performance & Student engagement
- Use of AI for Teaching and Learning
- Accreditation and Ranking in Management Education
- Metamorphosis of Management Education for Global Contexts
- Micro-Credentials in Management Education
- Conditioning Management Education for the Gig Economy

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/CIM2025>
8. For any queries, please mail at cim25@isme.in

DATES TO REMEMBER

Full Paper Submission:	25th January, 2025
Acceptance Notification:	31st January, 2025
Conference Date:	21st & 22nd February 2025

REGISTRATION FEES

Industry/Corporate delegates:	INR 2500
Academicians:	INR 2000
Research Scholars:	INR 1500
ISME Research Scholars:	INR 1000
Students:	INR 500
Foreign Delegates:	USD 50

REGISTRATION

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

Registration fee includes tea, snacks, lunch and conference kits

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KNOWLEDGE PARTNERS



INDUSTRY PARTNERS

