

# INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

13<sup>th</sup> International Conference on Contemporary Issues in Management

21<sup>st</sup> & 22<sup>nd</sup> February 2025



# OVERVIEW OF CIM25

Papers Received – 207  
Papers Presented – 128



# EVOLUTION OF CONTEMPORARY ISSUES

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, Online,  
Blockchain, IoT  
(2020 – 2021)

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

AI / ML (2023)

Gen AI & Web 3.0

Artificial Intelligence

# CIM25 THEMES

## POLITICAL AND ECONOMIC ENVIRONMENT

- Credit Growth and Asset Prices
- Monetary & Fiscal Policies
- Economic Transformations
- Colonial Legacy & FDI
- Electric Vehicle Policies
- Cryptocurrency & Economy
- Global Minimum Tax
- Gig Economy in India
- Corporate Leverage & Profitability
- Tax Reforms
- Banking Regulations
- Technology in Teaching
- Fintech Credit
- Regulatory Challenges in Gig Work
- Money Laundering Prevention

## BUSINESS EXCELLENCE, COMPETITIVENESS AND SUSTAINABILITY: MANUFACTURING, SERVICES & AGRICULTURAL SECTOR

- IT and Competitive Advantage
- Sustainability in Agriculture
- Plastic Recycling Innovations
- Healthcare R&D
- SDG -17 Goals
- Green Genesis
- Finance & Sustainability
- Cold Chain Logistics
- Employee Well-being
- Leadership & Inclusion
- Sustainability in Business Reporting
- Consumer Behaviour & AI
- Retail Price Prediction
- Supply Chain & AI

## MANAGEMENT OF TECHNOLOGY

- AI in Recommender Systems
- Augmented & Virtual Reality in B2B Sales
- Sustainable AI in Packaging
- AI in Legal Practice
- Machine Learning in Auto Safety
- Investment Psychology
- Gamification in Finance
- AI Adoption in Retail
- AI & Social Stigma
- Blockchain & Procurement
- DevOps & Software Quality

## REDEFINING MANAGEMENT EDUCATION

- Accreditation & Rankings
- AI & Future Workforces
- Online vs. Traditional Learning
- Education for Disabilities
- AI in Pedagogy
- Mindfulness & Academic Performance
- Sustainability & Business Education
- Neurodiversity in Workplaces
- Career Development in Japan
- Psychological Well-being in the Workplace

# THEMES: FUNCTIONAL AREAS

<b>Digital Influence and Consumer Engagement</b>	<b>Workplace Well-being and Technological Adaptation</b>	<b>Financial Well-being and Technological Integration</b>	<b>Data-Driven Decision Making and Optimization</b>
<ul style="list-style-type: none"> <li>• Online Reviews on Consumer Decisions</li> <li>• Cosmetic Buying Behavior</li> <li>• Brand Placements</li> <li>• Memes on the Purchase Funnel</li> <li>• Visual Merchandising's Effect</li> <li>• AI Transforming Customer Experience</li> <li>• Smartphone Purchases</li> <li>• Social Media Marketing</li> <li>• E-Commerce Sales</li> <li>• Neuromarketing Strategies</li> <li>• Influencer Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Stress &amp; Job Satisfaction</li> <li>• AI-Driven HR &amp; Workplace</li> <li>• Employee Well-Being</li> <li>• Burnout &amp; Job Stress</li> <li>• Compensation with Job Satisfaction</li> <li>• Micro Breaks &amp; Employee Well-Being</li> <li>• Psychological Perceptions of Women Entrepreneurs</li> <li>• Mental Well-Being &amp; Employee Engagement</li> <li>• Leadership on Employee Well-Being</li> <li>• Organizational Culture</li> <li>• Appearance Bias &amp; Employee Turnover Intentions</li> </ul>	<ul style="list-style-type: none"> <li>• Challenges for Indian Women in Financial Planning</li> <li>• Human-AI Partnerships</li> <li>• Fama-French Model</li> <li>• AI's Impact on Customer Experience</li> <li>• Disposition Effect?</li> <li>• Stock Splits in India</li> </ul>	<ul style="list-style-type: none"> <li>• Trust in AI</li> <li>• Consumer Trust in Electric Vehicles</li> <li>• Supply Chain Risk Assessment</li> <li>• Healthcare Inventory with JIT, FIFO &amp; ABC</li> <li>• Employee Attrition Using AI</li> <li>• Synthetic Data</li> <li>• Aligning Operations Strategy</li> </ul>

*Thank  
you*

