

INTERNATIONAL SCHOOL OF MANAGAMENT EXCELLENCE

**13th International Conference on
Contemporary Issues in Management
CIM 2025**

21 - 22 February, 2025

Contemporary Issues in Management – Some Facts CIM 2025

- **AI adoption** by businesses has doubled in the past five years, with over **37% of companies** implementing AI technologies as of 2024 (McKinsey)
- **Global spending on digital transformation** is expected to surpass **\$3.4 trillion by 2026** (IDC)
- **50% of global GDP** is expected to come from digital ecosystems and platforms by 2025 (Gartner)
- **Automation** is predicted to displace **85 million jobs** globally by 2025 but could create **97 million new roles** as businesses embrace automation (World Economic Forum).
- **82% of executives** report that **leadership agility** is one of the top priorities for organizational success in 2025 (Deloitte).

Contemporary Issues in Management – Some Facts CIM 2025

Implications for Business Education

- **45% of business leaders** say the current management education system does not adequately prepare students for the future workforce (Harvard Business Review).
- Online learning in management education is projected to grow by **30% annually** between 2024-2028 (Education Industry Report).
- By 2025, the **global data sphere** is expected to reach **175 zettabytes** (IDC), illustrating the massive increase in data generation that managers must navigate.
- **40% of Fortune 500 companies** are expected to invest in micro-credentialing programs by 2026 (EdTech Research).
- The demand for interdisciplinary approaches in management education.

Contemporary Issues in Management

- The role of AI, big data, and automation in transforming management practices
- The importance of upskilling and reskilling management teams in a tech-driven world
- The future of work: Hybrid models, gig economy, and employee well-being
- Ethical implications of data collection, privacy concerns, and cybersecurity

CIM 2025 TRACKS

<p>Political and Economic Environment</p> <ul style="list-style-type: none"> • Reverse Globalization • Impact of geo-political issues on the economy • Monetary, Fiscal and Regulatory changes • Circular Economy • Green Economy • Net Zero Economy • Future of Multilateralism 	<p>Business Excellence, Competitiveness & Sustainability: Manufacturing, Services & Agricultural Sector</p> <ul style="list-style-type: none"> • 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 	<p>Management of Technology</p> <ul style="list-style-type: none"> • 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 	<p>Redefining Management Education</p> <ul style="list-style-type: none"> • 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
--	---	---	---

CIM 2025 TRACKS - Functional Area

<p>Marketing Technology & Customer Experience and its impact on Business Excellence</p> <ul style="list-style-type: none"> • Influencer Marketing • AI in Customer Experience • Marketing for Social Good • New Marketing Practices: Quantum Marketing, Phygital Mktg, Neuro Mktg, Interactive Mktg, Proximity Mktg • Interactive Mktg • Social Commerce, Omnichannel Mktg, Retail transformation 	<p>AI Driven HR Tools and Employee Wellbeing and its impact on Business Excellence</p> <ul style="list-style-type: none"> • 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 	<p>Financial Technology and Behavioral Economics and its impact on Business Excellence</p> <ul style="list-style-type: none"> • Investor Psychology and Investment Decisions • Changing landscape of FinTechs - P2P Lending, Crowdfunding, Payments, Cryptocurrencies and Blockchain • Trends in Start-up Financing • ESG- Environment sustainability and Governance in finance • AI in Credit Scoring, fraud detection, and algorithmic trading. 	<p>Industry 5.0 and Human Centric Automation and its impact on Business Excellence</p> <ul style="list-style-type: none"> • Supply Chain Resilience • Lean and Six Sigma methodologies • Block chain for Supply Chain Transparency • Sustainable and green operations • human-robot collaboration
--	---	---	---

CIM 2025 PARTICIPATION

- National & International
- Papers Received 207
- Papers Presented 128



WORKSHOP AND SESSIONS

<p>DAY -1 (21st February)</p>	<p>DAY-1 (21st February)</p>	<p>DAY-2 (22nd February)</p>	<p>DAY-2 (22nd February)</p>
<p>11:45 A.M. - 13:15 P.M.</p>	<p>14:30 P.M. -14:50 P.M.</p>	<p>9:05 A.M. - 9:20 A.M</p>	<p>12:00 P.M. -12:15 P.M.</p>
<p>Workshop by Dr. K. Ganesaraman, Vice President, 24/7[ai] on <i>Streamlining Research Writing: From Drafting to Publishing with AI and Visualization Tools</i></p>	<p>Address by Dr. Heinz Herrman Associate Professor at Torrens University Australia (TUA), Topic: <i>Responsible AI in Education and Research</i></p>	<p>Address by Dr. Sriram Kothapalli Topic: <i>Rising Cybercrime Trends and Effective Mitigation Strategies in Business Management - an Atmanirbhar Approach</i></p>	<p>Book Launch <i>"Inspire Someone Today"</i> authored by Mr N. D. Srikanth</p>

Paper Presentations

Presentation timings

Day 1 : 15:00 P.M. - 17:00 P.M.

Day 2 : 09:30 A.M. - 12:00 P.M.

Number of sessions both online and offline

Day 1 : 11

Day 2 : 6

Allotted time for presentation and Q&A

10 min for presentation

05 min for Q & A

*Thank
you*

