



INTERNATIONAL SCHOOL  
OF MANAGEMENT EXCELLENCE  
(Approved by AICTE)

Presents

8<sup>th</sup> International Conference

on

**CONTEMPORARY ISSUES IN MANAGEMENT**

27<sup>th</sup> & 28<sup>th</sup> February 2020



## 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 CMU, Purdue and Wharton, USA. ISME has always been in 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 both undergraduate and postgraduate programs in Management. The postgraduate program is approved by AICTE, New Delhi and the BBA program is affiliated to the Bangalore University. Our lush green campus at Sarjapur Main Road is an ideal ambience for study & research.

The Institute constantly endeavors to expose its students to the 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.

## ABOUT THE CONFERENCE

Business organization today are undergoing rapid transformation intensified by technological innovation, changing demographics, altering consumer paradigms, rise of the new data economy - all against the backdrop of a constant and deepening economic integration. In the face of such an accelerated transition, existing management theories and frameworks are not always effective in driving successful outcomes. There is a need to evaluate these developments from a multidisciplinary perspective. It is vital that management scholarship evolves at an equal pace to support the economy in the face of unparalleled opportunities as well as disruption.

This conference provides a platform for wide-ranging issues, which capture contemporary developments in business, management and the social sciences. The conference aims to nurture synergies from diverse ideas, concepts and collaborations among stakeholders.

We invite original papers from interested professionals and researchers to present and participate in the conference. The conference will have parallel sessions on different tracks. Keynote addresses will be by eminent speakers from industry & academia focusing on the conference theme. Parallel sessions will have paper presentations by delegates, chaired by distinguished experts representing each track.

## HIGHLIGHTS

- Pre-conference workshop on 'Conducting an effective literature review – An overview of tools, terms and techniques'
- Accepted papers would be published in a peer-reviewed journal with ISSN
- Virtual presentation for accepted papers from international participants
- Post conference mentoring for scopus indexed journals

## SPEAKERS

**Dr Prasanna Chandra** has over three decades of teaching experience in postgraduate and executive education programmes. He was the former Director of Centre for Financial Management. He was a Professor of Finance at Indian Institute of Management, Bangalore for nearly two decades. He was a Visiting Professor of Finance at Southern Illinois University, USA for two years. He was appointed as a member of several committees including the Capital Issues Advisory Committee, the High Powered Committee on Insurance Sector Reforms, and the SEBI



Committee on Derivatives. He has served on the boards of a number of organizations including Power Finance Corporation, Unit Trust of India Investment Advisory Services Limited, Inter-Connected Stock Exchange of India, Bangalore Stock Exchange Limited etc. among others. Including Investment Analysis

and Portfolio Management, he has published seven books—and has authored several articles in professional journals and business periodicals. He has received several honours including the Best Teacher Award from the Association of Indian Management Schools.



**Malavika R Harita** is Passionate about the power of communication, storytelling and digital marketing. She founded Brand Circle in 2018, a consultancy firm working in the areas of Digital Communication, Storytelling, Mentoring Start-ups, Women Entrepreneurs and Corporate Leaders. She has 36 years of experience in communication and entrepreneurship. Malavika was

one of the first to receive Gurukul Chevening scholarship. She is also the first woman to win the Distinguished Alumni Award from IIM Bangalore. During her tenure she has worked with several global brands such as Reliance Polymers, Infosys, Microsoft, Astra Zeneca, and Novo Nordisk amongst others. Malavika teaches Marketing and Communication at various post graduate institutes of management and communication in India and abroad.

# CONFERENCE TRACKS

## TRACK-1: Issues in Political and Economic Environment

- Regulatory and tax implications
- Macroeconomic trends and indicators
- Circular and shared - economy issues and challenges
- Balance of Trade and External Debt
- Human Development and Economic Growth
- Issues & Challenges in Government policies
- National and International Political Climate

## TRACK-2: Issues in Manufacturing, Services and Agricultural Sector

- Agility in manufacturing systems
- Labor problems associated with a large labor force
- Industrial revolution 4.0
- Economic issues in manufacturing , services and agriculture
- Impact of regulation and policy on sectors of the economy
- Human capital and innovation

## TRACK-3: Issues in Management of Technology

- Strategies for sustainable business models
- Block chain technology for business
- Role of AI in Data, Learning and Education
- Application of Analytics/Machine learning /NLP for business
- Automation and workforce
- Innovation in Business Intelligence

## TRACK-4: Functional Areas of Business

- **Human Resources:** Employee Engagement, Leadership Challenges, Technological and workforce , HR Analytics, Spirituality and leadership, Dark side of leadership, HRM in VUCA environment, and Workplace ethics.
- **Finance:** Influence of leverage on profitability of companies, Financial Analytics, Financial Technology, Green Finance Market, Financial Innovation and technology in the securities market, Sustainable Finance - Environmental, Social and Governance (ESG)

- **Marketing:** Marketing Analytics, Guerilla Marketing, Stealth Marketing, Customer Lifetime Value (CLV), Digital/online marketing practices, Fragmenting and frictionless markets, Supply chain management, Marketing to millennials and Genz
- **Operations:** Six Sigma, Total Quality Management, Project Implementation and Control, Quality Standard Measurements, Capability Maturity Model, Sustainable Energy Management

## TRACK-5: Business Excellence and Business Risk Management

- Strategic leadership for excellence
- Quality frameworks for Business excellence
- Innovation Management
- Process and productivity analysis
- Blue ocean strategies for new opportunities
- Corporate Sustainability and Business excellence
- Forensic Accounting and Risk Management
- Default risk in real estate and household debt
- Enhancing Business excellence through Business Analytics

## TRACK-6: Redefining Management Education

- International benchmarking, ranking and challenges in setting up world class B-schools
- Management Education for Inculcating Entrepreneurship
- Integrating AI and ICT in management education
- Different approaches to management education -Traditional vs Modern, Formal vs Informal
- Innovations in curriculum design
- Indian case studies in management

**( The above mentioned topics are only suggestive and not complete. Professionals and researchers can submit original research articles related to the above mentioned theme )**

## GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of about 300 words must include the purpose, methodology, major findings of the research and the keywords. It should follow the guidelines given below:

- Length and reference : 300 words; Font: Times New Roman; Font Size: 12 points; 1.5 space
- Title Page: Title, Author(s), Affiliation(s), Contact Details
- Abstracts are to be submitted to **research@isme.in**

## GUIDELINES FOR FULL PAPER SUBMISSION

- Spacing: 1.5 ,Font: Times New Roman, Font Size: 12 Points , Margin of one inch all around
- Title page: The title page of manuscript must include the title of the theme, names of authors including the corresponding author, affiliations, keywords (maximum 5), phone numbers & email.
- References: APA formatting style. All tables, charts and graphs should be given on separate sheets with title.
- Paper must have not been published or accepted for publication elsewhere an undertaking to this effect should appear in the cover letter / email.
- Abstracts and full paper are to be submitted to **research@isme.in**

## DATES TO REMEMBER

DETAILS	DATES
Abstracts Submission	20 <sup>th</sup> December 2019
Abstract Approval	26 <sup>th</sup> December 2019
Full Paper Submission	25 <sup>th</sup> January 2020
Registration closes on	31 <sup>st</sup> January 2020
Conference Date	27 <sup>th</sup> & 28 <sup>th</sup> February 2020

## REGISTRATION FEES

PARTICIPANT	FEES
Academicians (with publication)	Rs 2000
Academicians	Rs 1500
Industry/Corporate delegates (with publication)	Rs 2500
Industry/Corporate Delegates	Rs 2000
Research Scholars/Students (with publication)	Rs 1000
Research Scholars/Students	Rs 500
Foreign Delegates	\$ 100

- For registrations visit <https://isme.nopaperforms.com/>
- Registration fee includes Tea, Snacks, Lunch and Conference Kits.
- Limited Accommodation available

## CONFERENCE COMMITTEE

Patrons	
Mr. Nitin Garg	Director, ISME
Dr. Anand Joshi	Mentor, ISME
Dr. Rony Kuren	Dean, ISME
Dr. Shampa Nandi	HOD, ISME
Conveners	
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Co-Conveners	
<b>Prof. Sudindra VR</b> Assistant Professor, Finance	<b>Prof Shrully Tiwari</b> Assistant Professor Human Resource

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### Academic collaboration



### Industry collaboration

