



INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE

(Approved by AICTE)

Presents

9th International Conference

on

CONTEMPORARY ISSUES IN MANAGEMENT

26th & 27th February 2021



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 endeavours 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

Contemporary management issues often trigger in us the need to think differently from customary and time tested management practices. In a dynamic environment, new issues create the need to develop and enhance tools and practices that facilitate more adaptive responses to emerging issues when they surface.

Contemporary issues are particularly relevant to the present time of pandemic where it is important for all organisations world-wide to embrace the continuous changes in technology, economy, environment, and government policies across all sectors while remaining focused on the organisational mission and goals to remain competitive. The rise in technology adoption by businesses and consumers, economic fallout of the pandemic across the world, the rise of China as a global belligerent force and government policies moving towards a more nationalist agenda are some of the more recent changes that confront businesses and management today.

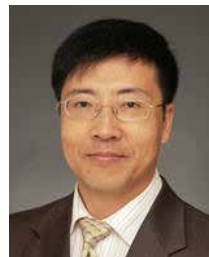
This conference will be a platform for industry practitioners, academicians, entrepreneurs and research scholars to come to together, to learn, share and discuss current and emerging topics in management with thought leaders, technologists, and learning experts. This would be a great knowledge sharing event for a diverse audience embracing international and national participants. The event has inspirational keynote speakers, practitioner-led workshop sessions, and mutually beneficial networking opportunities.

We invite original papers from interested professionals and researchers to present and participate in the conference in response to the uncertain and complex pandemic scenario and to interconnect all these issues with business sustainability and excellence.

HIGHLIGHTS

- Pre-conference workshop on “Enhancing the Ecosystem in Management Research”
- 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. Zhixin Kang is a professor of Quantitative Methods at the Department of Economics and Decision Sciences - School of Business - University of North Carolina at Pembroke, USA. He holds a Ph.D. in Business Administration from the University of Illinois at Chicago, USA and a Bachelor of Mechanical Engineering from Xi'an Jiaotong University, China. His research is in applied statistical analysis, time series modeling and forecasting, and data mining applications. He has conducted interdisciplinary research and published the research work in different fields. His research has been published in Communications in Statistics - Theory and Methods, Journal of Real Estate Finance and Economics, Statistics and Its Interface, Journal of Real Estate Portfolio Management, Journal of Transnational Management, Applied Financial Economics, International Journal of Supply Chain and Inventory Management, International Journal of Electronic Finance, Scholarship and Practice of Undergraduate Research, International Journal of Information Technology and Computer Science, Journal of Capital Markets Studies, and etc. He has presented his papers in many regional, national, and international conferences, and has served as reviewers, session chairs, and discussants in these conferences. In addition, he regularly reviews papers for peer-reviewed academic journals, many of which are leading or high-quality journals.



George Sayegh, D.B.A. ,Dean , College of Business, College of Technology & Engineering Westcliff University

Dr. Sayegh holds a Doctor of Business Administration & Information Systems degree, a Master of Science in Organizational

Leadership & Business Management degree, a Bachelor of Science in Engineering degree, an Associate of Science in Engineering degree, and an Associate of Science in Electronics Technology and Computers degree. Prof. Sayegh has conducted postgraduate research in speech recognition for improving medical productivity among physicians, and has co-authored 2 published papers in the areas of Information Systems and Applications in the Medical Field, and Mobile Work and Wireless Companies. In addition to owning and operating a Computer Retail & Consulting company, Prof. Sayegh has been employed and/or contracted by such organizations as NASA at JPL, Wangtek Drive Systems, Ferranti Aerospace Missile Systems, Hewlett Packard, Computer City, Micropolis Drive Systems, Mercy College, National University, Hope International University, UEL College, Irvine University, Westcliff University, Hancock College, and Argosy University.



Dr. Rejie George Pallathitta,
Professor & Chair of Excellence-
Strategy, IIM-B

Dr. Rejie holds a PhD in Faculty of Economics and Business Administration, Tilburg University, The Netherlands, Master of Business Economics & Bachelor of economics.

He has more than two decades of experience in academics and research. His area of interest includes Corporate Strategy and corporate governance, He has published extensively in many international and national journals of repute. He has contributed book chapters and written cases related to public sector undertaking. Dr. Rejie has been a invited speakers at many International conferences and also serves as a reviewer for research journals. He has completed many research projects successfully. He has won several awards and the latest being Inside IIM Professor of the Year (2019).

CONFERENCE TRACKS

TRACK-1: Political and Economic Environment

- Reverse Globalization
- Sustaining Economies during Covid
- Reviving Economies after Covid
- China's Geo-Political ambitions and its impact on Business

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

- India as a hub for Global Manufacturing
- Industrial Revolution 5.0
- Indian industry being self-reliant
- Renewable Energy

- Impact of contactless on service sector
- Business sustainability management during pandemic
- Supply Chain transformation in agricultural sector

TRACK-3: Functional areas of Business

- Emerging value chains and business models
- Adversity quotient during challenging time
- Happiness at work place
- Impact of work from home
- Leadership during pandemic
- Changing consumer buying behavior during Covid
- Artificial liquidity and its impact on stock market
- Investing fallacies and biases
- Trends in financing sustainable business

TRACK-4: Management of Technology

- Balancing The Risks and Rewards of AI
- Policy changes in Data Governance, Security and Privacy
- Cloud Network Issues
- Remote management of technology infrastructure
- Emergence of Data Engineering and Data technology
- Emerging use cases in tech enabled business (Drone, e-payments, VR, AR, voice enablement etc)

TRACK-5: Redefining Management Education

- NEP and its impact
- Paradigm shift to Blended learning
- Psychological implications of online learning
- Issues in Online Evaluation

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 cim21@isme.in

GUIDELINES FOR FULL PAPER SUBMISSION

1. Spacing: 1.5 ,Font: Times New Roman, Font Size: 12 Points , Margin of one inch all around
2. 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.
3. References: APA formatting style. All tables, charts and graphs should be given on separate sheets with title.
4. Paper must have not been published or accepted for publication elsewhere an undertaking to this effect should appear in the cover letter / email.
5. Abstracts and full paper are to be submitted to **cim21@isme.in**

DATES TO REMEMBER

DETAILS	DATES
Abstracts Submission	23rd December 2020
Abstract Approval	28th December 2020
Full Paper Submission	24th January 2021
Conference Date	26th & 27th February 2021

CONFERENCE COMMITTEE

Patrons	
Mr. K G Garg	Chairman, ISME
Mr. Nitin Garg	Director, ISME
Dr. Anand Joshi	Mentor, ISME

Conference Chair	
Conference Chair	Dr. Rony G Kurien, Dean, ISME
Conference Co-Chair	Mr. N.Balachandra Director-Group HR-Coffee Day

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

Advisory Committee	
Dr.Gopakumar Thampi	Advisor, The Asia Foundation
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Mr. N.Balachandra	Director-Group HR-Coffee Day

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