

# ICMR '23

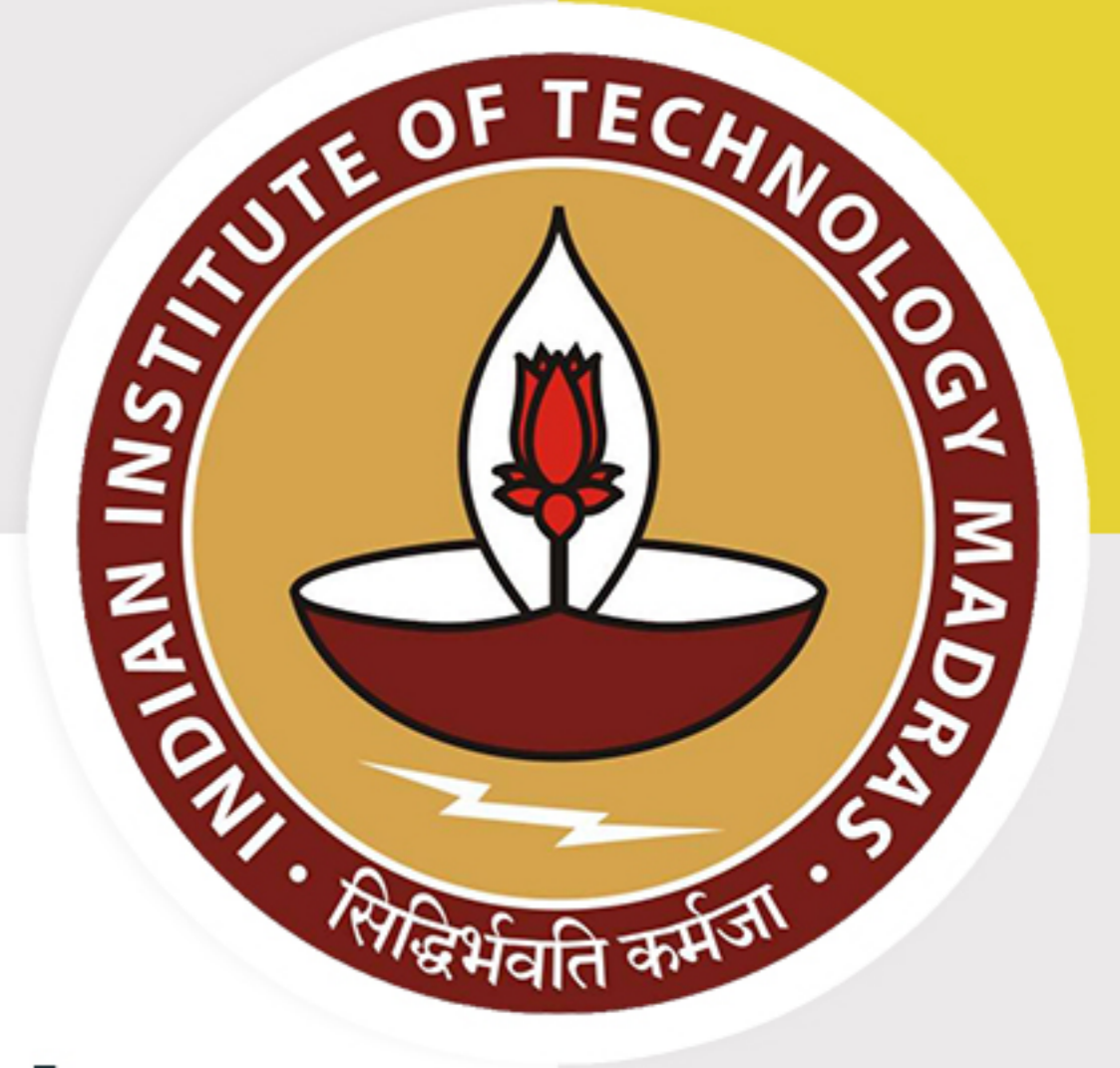
**16-18 NOV**

Presenting to you the International Conference on Management Research 2023 (ICMR), organised by the Department of Management Studies (DoMS), Indian Institute of Technology Madras!

**DoMS IIT MADRAS**

A gateway for management scholars, academicians and practitioners to present their research work to a global audience.

A stage for networking among researchers, industry practitioners and international participants.



As academicians, researchers, and practitioners, we frequently seek solace in established practices and default approaches. However, historically, the greatest scientific breakthroughs that revolutionized our understanding of the universe and its processes were made by minds who had the courage to question and challenge these status quo and conventional beliefs. In a rapidly evolving world, it becomes paramount to challenge the existing paradigms and venture into uncharted territory to foster growth and innovation.

# UNCHECKING THE DEFAULT

## *THE OTHER SIDE OF EVERYTHING!*

The conference theme, "Unchecking the Default: The Other Side of Everything!" challenges us to look at fresh perspectives to uncheck what has been established as the normal. This opens up a realm of possibilities where we can push our boundaries, question what we consider to be the 'truth', and counter conventional wisdom. By critically examining default beliefs and assumptions, we can uncover hidden inefficiencies, biases, and limitations that hinder our progress.



**icmr '23**

The International Conference on Management Research (ICMR) 2023 calls for a collective reflection on unchecking the default, unlocking new possibilities and shaping the future of management studies. The conference is envisioned to unite management scholars, faculty, academic researchers and practitioners from around the world for in-depth discussions and exchange of original ideas. To jump-start these conversations, the conference seeks to offer a variety of tracks, panel discussions and sessions. We cordially invite you to participate in this transformative conference and be a part of the global conversation on management research.

# TRACKS

## 01

### ENHANCING RELEVANCE - MARKETING FOR SUSTAINABLE SUCCESS: ETHICAL, RESPONSIBLE, AND PROFITABLE

- a. B2B Marketing
- b. Sales and Personnel Selling
- c. Experience and Services Marketing
- d. Digital and Social Media Marketing
- e. Product, Brand Management and Advertising
- f. Consumer Behaviour, Decision-making, and Relationship Marketing

## 02

### THE OFF SIDE OF INTEGRATIVE MANAGEMENT AND STRATEGY

- a. Policy Impact
- b. Digital Technologies
- c. Unintended Consequences
- d. Business Model Innovation
- e. Fragmentation and Complexity
- f. External Stakeholder Dynamics
- g. Collaboration and Power Dynamics
- h. Loss of Specialisation and Expertise
- i. Resistance and Organisational Culture
- j. Performance Measurement and Accountability
- k. Organisational Structure and Change Management

## 03

### RETHINKING INFORMATION SYSTEMS - NAVIGATING THE UNCHARTED HORIZONS OF INNOVATION AND RESPONSIBLE PRACTICES

- a. Ethical AI and Automation
- b. Cyber-security and Resilience
- c. Social Computing and Collaboration
- d. Data Analytics for Business and Societal Challenges

## 04

### OPERATIONS: EMBRACING THE UNCONVENTIONAL

- a. Behavioural Operations
- b. Disruptive Technologies
- c. Mathematical Optimisation
- d. Agile and Adaptive Operations
- e. Advancements in Manufacturing

## **05** HRM-OB: UNLOCKING THE PRODUCTIVITY PARADOX

- a. Future of Work
- b. Sustainability at Work
- c. Diversity, Equity, And Inclusion
- d. Wellbeing, Happiness, and Fun at Work
- e. Building and Leading High-performing Teams
- f. Talent Management and Retention Strategies
- g. Innovation and Entrepreneurship in Management
- h. Data-driven Management and Business Analytics
- i. Leadership Development and Succession Planning
- j. Change, Agile Leadership and Adaptive Organisations
- k. Gig Economy, Flexible Workforce and the Battle of Generations?
- l. Strategies for Inventive Leadership and Organisational Excellence

## **06** FINANCIAL HORIZONS: NAVIGATING THROUGH THE EVERCHANGING

- a. Risk Management and Compliance
- b. Artificial Intelligence and Finance
- c. Corporate Governance and Corporate Finance
- d. Investment Strategies and Portfolio Management
- e. Financial Inclusion and Social Impact Investing
- f. Emerging Technologies and Disruptive Innovations
- g. Financial Strategies for Growth and Sustainability
- h. Financial Technology (Fintech) and Future of Finance

## **07** UNLEASHING RURAL POTENTIAL FOR TRANSFORMATION

- a. Reimagining Rural Livelihoods
- b. Social Impact and Community Development
- c. Unlocking Digital Opportunities in Rural India
- d. Sustainable Agriculture and Rural Food Systems
- e. Navigating Challenges: Women-led Rural Enterprises
- f. Scaling Innovations: Replicating Successful Models.

## **08** STORM THE NORM: THE INDUSTRY LENS

- a. Embracing Innovation
- b. Reshaping Business Models
- c. Collaborative Partnerships
- d. Future-proofing Industries
- e. Leveraging Data and Insights
- f. Addressing Regulatory Challenges
- g. Embracing Diversity and Inclusion
- h. Adapting to Technological Advancements
- i. Sustainability and Social Responsibility
- j. Nurturing Talent and Professional Development

All submissions will undergo a double-blind peer-review process. Accepted papers will have the opportunity to be presented during the conference – a great way to obtain candid reaction and feedback from the audience.

### CONTRIBUTIONS MAY BE MADE IN ANY OF THE FOLLOWING CATEGORIES:

- Analytical / Empirical research articles
- Conceptual Papers
- Literature Reviews
- Perspective Papers
- Position Papers
- Case studies
- Industry

### AUTHOR GUIDELINES FOR SUBMISSION

**For your article to be published in the proceedings or journal, all authors must closely adhere to the standards and formatting instructions for paper submission.**

1. Submissions need to be original and should not be already published or presented elsewhere.
2. Full paper or work-in-progress paper to be submitted for Oral Presentation.
3. Extended Abstract to be submitted for Poster Presentation.
4. A paper may only be submitted to one track. When submitting your work, kindly choose the most pertinent track.
5. Regardless of the sequence of authorship, each author may submit a maximum of two papers. Kindly ensure that each paper submitted is distinct and original.
6. Submissions sent after the deadline will not be sent for review.
7. Post submission, no requests for revisions to the paper title, abstract, authors, track, and actual text shall be taken into consideration. As a general guideline:
  - The paper should have an abstract not exceeding a maximum of 300 words.
  - A set of maximum 6 author specified keywords should be provided.
  - The paper should not exceed a maximum of 5000 words, including all tables, figures, references, and appendices.
  - The paper should follow Times New Roman 12-point font, and double spacing.
  - All pages should be numbered.
  - The paper should be submitted in the conference submission system as a single PDF file.
  - The paper should follow the APA (American Psychological Association) referencing style.
8. Only submissions in English-language will be considered.
9. In cases of plagiarism and unethical practices, the contribution will be rejected without undergoing further review
10. To present the paper at the conference, at least one of the authors must register for the conference and present the paper in the scheduled session. At the conference, a presenting author is limited to presenting one paper.

**Please Note:** Only full papers will be accepted for oral presentations; therefore, participants submitting extended abstracts will be considered only for poster presentations.

POSTER PRESENTATIONS  
THROUGH EXTENDED ABSTRACTS

Visit **IITMICMR.COM** for details about

Submission Portal: [cmt3.research.microsoft.com/ICMR2023](https://cmt3.research.microsoft.com/ICMR2023)

BEST PAPER AWARD  
& PRIZES

## KEYNOTE SPEAKERS



### LAKSHMAN KRISHNAMURTHI

A. Montgomery Ward Professor of Marketing  
*Kellogg School of Management, Northwestern University, USA*

### JAGADEESH SIVADASAN

Professor of Business Economics and Public Policy  
*Ross School of Business, University of Michigan, USA*



### K. SUDHIR

Professor of Private Enterprise and Management  
*Yale School of Management, Yale University, USA*

### ANANTH RAMAN

UPS Foundation Professor of Business Logistics  
*Harvard Business School, USA*



### ATREYI KANKANHALLI

Provost's Chair Professor  
*School of Computing, National University of Singapore*

## MASTERCLASSES

EXPERIMENTAL DESIGN

QUALITATIVE RESEARCH

TEXT MINING & ITS APPLICATION

M-PLUS-MULTI-LEVEL MODELLING

FUNDAMENTALS AND APPLICATIONS OF STATA

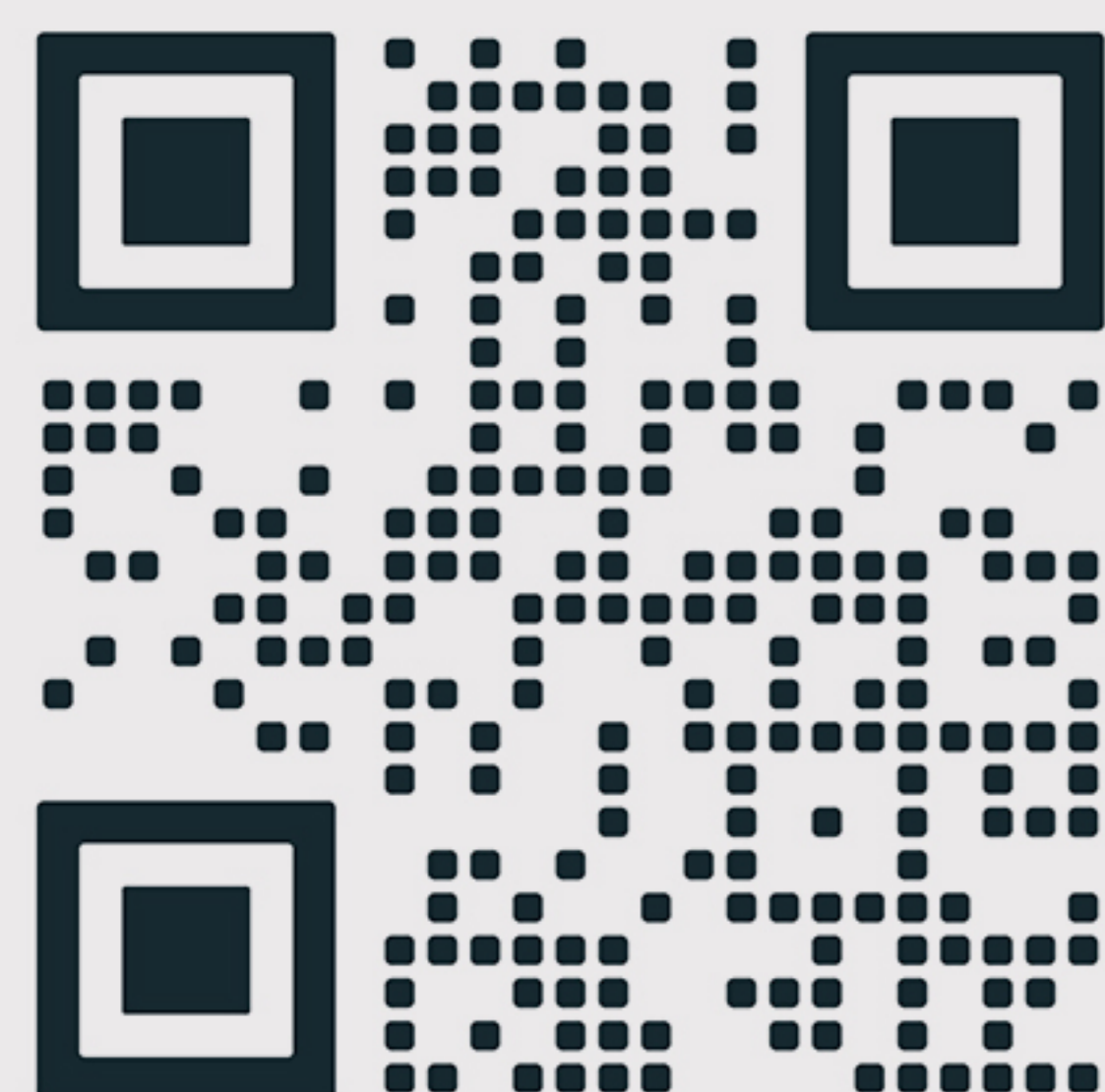
AI & ML FOR DECISION MAKING & PROBLEM SOLVING

JUN 10, 2023	●	Notification for Call for Submissions
JUL 01, 2023	●	Paper Submission Opens
JUL 20, 2023	●	Registration Opens for Masterclasses and Conference
AUG 20, 2023	●	Paper Submission Closes
SEP 25, 2023	●	Paper Acceptance Notification
Nov 05, 2023	●	Registration Closes for Masterclasses and Conference

## KEY DATES

## REGISTRATION FEE DETAILS

NATIONALITY	CATEGORY	REGISTRATION FEE	
		EARLY BIRD (By 10 Sep)	NORMAL (11 Sep - 05 Oct)
Participants from India and other SAARC countries	Academician/Researcher	INR 5000	INR 6000
	Research Scholar	INR 2000	INR 3000
Participants from other countries	Academician/Researcher	USD 150	USD 200
	Research Scholar	USD 75	USD 100
Industry Experts		INR 12000	INR 15000
Attendee	Academician/Researcher	INR 3000	INR 4000
	Research Scholar	INR 2000	INR 3000
	Practitioner	INR 10000	INR 12000



### Contact us:

Tel: 044 - 2257 - 5558  
E-mail: [icmr@wmail.iitm.ac.in](mailto:icmr@wmail.iitm.ac.in)  
[icmrdomsiitm@gmail.com](mailto:icmrdomsiitm@gmail.com)

ICMR 2023 <https://www.iitmcmr.com>  
DoMS <https://doms.iitm.ac.in>  
IIT MADRAS <https://www.iitm.ac.in>

### Address

Department of Management Studies  
IIT Madras, Sardar Patel Road,  
Chennai, Tamil Nadu - 600036

## IIT Madras

Indian Institute of Technology Madras (IIT Madras) is an Institute of Eminence, conferred by the Government of India. IIT Madras is known both nationally and internationally for excellence in technical education, basic and applied research, innovation, entrepreneurship and industrial consultancy. IIT Madras has been the top-ranked engineering institute in India for eight consecutive years as well as the 'Best Educational Institution' in Overall Category in the National Institute Ranking Framework (NIRF) Rankings for the last five years, put out by the Ministry of Education. IIT Madras also ranks No.1 in Atal Ranking of Institutions on Innovation Achievements (ARIIA) among the institutes of national importance in India. IIT Madras is located in Chennai, Tamil Nadu, a southern state in India.

## DoMS

The Department of Management Studies (DoMS) was established in the year 2004. The flagship doctoral research programme of DoMS is a full-fledged research programme designed to prepare and provide exceptional faculty resources for management teaching and research. The MS and PhD program currently has the largest number of management research scholars in India. DoMS is also home to several programs, namely, Masters in Business Administration, and an Executive MBA program for the middle and senior level executives and the most recent TechMBA program. The department is also a partner in multi-institutional Diploma program (PGPEX - VLM) for Visionary Leaders in Manufacturing, along with IIM Calcutta and IIT Kanpur.