



# ICMRS'24

SAHRDAYA INSTITUTE OF MANAGEMENT STUDIES

## International Conference on Management Research Sahrdaya-SIMS

Theme: Management Theory and Practice  
in the Post Pandemic World

June 6 & 7, 2024

[www.icmrs.sahrdayasims.ac.in](http://www.icmrs.sahrdayasims.ac.in)

### PUBLICATION OPPORTUNITIES

- International Journal of Consumer studies (ABDC - A)
- Technovation (Scopus)



**SAHRDAYA**  
INSTITUTE OF MANAGEMENT STUDIES  
KODAKARA - THRISSUR - 680684

Organised by:  
Sahrdaya Institute of Management Studies (SIMS)  
Kodakara - Thrissur - Kerala - India

ACADEMIC PARTNER





## Sahrdaya Institute of Management Studies (SIMS)

Sahrdaya Institute of Management Studies (SIMS), accredited by the Global Standardization and Accreditation Agency (GSAAA), is a distinguished institution in the realm of quality education, firmly grounded in the esteemed tradition of the Catholic educational system. Recognized by the University of Calicut, approved by the All India Council for Technical Education (AICTE), and endorsed by the Government of Kerala, SIMS officially commenced its academic operations from August 2016. At SIMS, we are committed to providing value-integrated management education, nurturing the minds of tomorrow with a secular-spiritual outlook. Our core belief is encapsulated in our tagline: we promote character, the rest follows. We firmly hold that an individual's character has a significant role in shaping academic excellence, job placements, and meaningfulness in life.

### VISION

To be recognized nationally as an exemplary institute that develops value-driven, socially responsible managers, educators and entrepreneurs through integrated teaching, research, professional and social engagement.

### MISSION

To develop professionally and socially committed, progressive, fair-minded managers, educators and entrepreneurs by integrating theory and practice within a character-centric approach for lifelong learning.





## Conference Theme

### Management Theory and Practice in the Post Pandemic world

In the wake of the unprecedented global challenges brought forth by the COVID-19 pandemic, businesses worldwide have been forced to disrupt, evolve, adapt, transform, and rebuild at an extra-ordinary pace. In response to these transformative times, Sahrdaya Institute of Management Studies is delighted to announce the *International Conference on Management Theory and Practice in the Post Pandemic world* in **June 6 & 7, 2024**.

ICMRS'24 is a vital platform for thought leaders, academicians, researchers, industry experts, and innovators from across the globe to convene and navigate the post-pandemic era together. This conference serves as a beacon of light in these challenging times, shedding insight into innovative business practices that have emerged in response to the pandemic's disruptions. As we collectively work towards a brighter future, ICMRS'24 is our compass to navigate the uncharted waters of the business world, harnessing innovation as a catalyst for growth and sustainability. Join us in this transformative mission.

### VISION

Foster global collaboration by sharing research-based insights in the area of management theory and practice relevant to the changing world of business.

### OBJECTIVES

- To share insightful research and foster dynamic positive discourse
- To facilitate professional collaboration based on diversity, equity, and inclusion
- To inspire and implement sustainable models in business and society at large



**We promote character, the rest follows...**



# Major Conference tracks

## *Track 1*

### **FINANCE**

Financial Innovation and Technology in Banking  
Investment Strategies in a Volatile Market  
Corporate Finance and Capital Structure  
Sustainable Finance and ESG Investing  
Risk Management and Financial Modelling  
Fintech Trends and Disruption  
International Financial Markets and Globalization  
Behavioural Finance and Investor Decision-Making

## *Track 2*

### **MARKETING**

Digital Marketing Strategies and Trends  
Brand Management in the Digital Age  
Consumer Behaviour and Market Research  
Social Media Marketing and Influencer Strategies  
Data-Driven Marketing and Personalization  
Omnichannel Marketing and Customer Experience  
Product Launch and Innovation  
Marketing Ethics and Social Responsibility

## *Track 3*

### **HUMAN RESOURCES MANAGEMENT**

Talent Acquisition and Recruitment Trends  
Employee Engagement and Wellbeing  
Diversity and Inclusion in the Workplace  
HR Analytics and People Metrics  
Leadership and Change Management  
Performance Appraisal and Feedback Systems  
Workplace Learning and Development  
HR Technology and Automation

## *Track 4*

### **ORGANIZATIONAL BEHAVIOUR**

Organizational behavior/psychology  
Employee Motivation and Satisfaction  
Team Dynamics and Collaboration  
Leadership Styles and Effectiveness  
Conflict Resolution and Negotiation  
Ethical Leadership and Decision-Making  
Change Management and Organizational Resilience  
Cross-Cultural Management and Diversity

## *Track 5*

### **OPERATIONS**

Supply Chain Optimization and Resilience  
Lean and Six Sigma Practices  
Quality Management and Continuous Improvement  
Inventory Management and Demand Forecasting  
Sustainable Operations and Green Supply Chains  
Production Planning and Scheduling  
Process Innovation and Industry 4.0  
Operations Risk Management

## *Track 6*

### **DATA ANALYTICS**

Data Analytics and Machine Learning Applications  
Predictive Analytics for Business Decision-Making  
Data Visualization and Storytelling  
Artificial Intelligence in Business Intelligence  
Data Privacy and Ethics in Analytics  
Ethical Leadership and Decision-Making  
Customer Insights and Business Intelligence  
Real-time Analytics and Dashboards  
Emerging Trends in Business Data Analytics

**The list of topics mentioned above is indicative. Contributions from other related areas are also welcome.**



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University of Puerto Rico, USA



**Dr. Rajendran C**  
Professor  
DoMS, IIT Madras



**Dr. Sunitha S**  
Associate Professor  
NIT Calicut

## Keynote Speakers



**Prof. Supratek Sarker**  
University of Virginia, USA  
& Chief Editor,  
Information Systems Research



**Prof. Jochen Wirtz**  
Vice Dean, National  
University of Singapore &  
Author of *Services Marketing*

## Organizing Committee

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MBA, UGC-NET, Ph.D. (VIT - Vellore)

### Joint - Coordinators

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B.Tech, MBA

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Creative Head, SIMS



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Managing Editor,  
Journal of Organizational  
Change Management



**Prof. Fang Lee Cooke**  
Co-Editor in Chief,  
International Business Review  
& Human Resource Management



**Prof. Slawek Magala**  
Editor,  
Journal of Organizational  
Change Management



**Prof. Andrea Caputo**  
Editor-in-Chief,  
Strategic Change



**Prof. Justin Paul**  
Chief Editor,  
International Journal of  
Consumer Studies



**Prof. Maral Muratbekova**  
Chief Editor,  
European Management Journal



**Dr. Stelvia Matos**  
Co-editor-in-chief  
Technovation



**Dr. G. Shainesh**  
Editor-in-Chief,  
Journal of Indian  
Business Research



# Paper Submission Guidelines

## Abstract Submission

Abstract should be double-spaced and use 12-point Times New Roman type and should be no longer than 250 words, excluding title and 3 to 5 keywords.

## Full Paper Submission

The full paper can be submitted based on the acceptance of the abstract. Research papers should be original - unpublished works that follow a specific conference track. Papers should be double-spaced and use 12-point Times New Roman type and should be no longer than 5000 words (double-spaced) including references (APA style 6th edition). The manuscript itself must be suitable for blind review (prepared without a title page or any author identifying information in the text or notes). The paper should be uploaded as a PDF file. When submitting online, authors will have to provide a title, an abstract of no more than 250 words, and five keywords. The selected papers will be invited for presentation in the conference. The paper presentations can be made in Hybrid mode - Offline or Online.

**Best Paper will be awarded with a cash prize of Rs 10,000 and certificate of appreciation.**

## Explore Publication Opportunities

At ICMRS'24, we are committed to provide valuable publication avenues for your research. We encourage all conference participants to explore the diverse publication opportunities and leverage them to extend the impact of your research.

**Scopus Indexed and ABDC Journals:** As a testament to our commitment to academic excellence, we have established partnerships with prestigious journals listed by the Australian Business Deans Council (ABDC) and indexed by Scopus. Selected papers from the conference will undergo a rigorous review process and, if they meet the quality criteria, will be published in the following renowned journals:

1. International Journal of Consumer studies (ABDC – A Category)
2. Technovation (Scopus Indexed)

**Institution's Journal Publication:** In addition to external collaborations, all selected papers will be featured in a dedicated journal published by the Sahridaya Institute of Management Studies.

**Edited Volume by a National Publisher:** A comprehensive booklet that contains all the papers presented at ICMRS'24 will be compiled and published by a reputed national publisher as an edited volume with ISBN Number. This conference proceedings will be widely distributed, offering visibility and recognition to your research work.





## Important dates

Submission of  
the Abstract  
**April 10, 2024**

Intimation on  
the Acceptance  
of the Abstract  
**April 15, 2024**

Conference  
Registration  
starts  
**March 1, 2024**

Submission  
deadline of the  
Full Paper  
**April 30, 2024**

## Who can participate?

Faculty members, corporate professionals, research scholars, and post-graduation / final year under graduation students are encouraged to send their original, unpublished work in the form of abstracts (maximum of 250 words) and full papers (maximum of 5000 words) to the conference.

## Registration Fee

	Early Bird (before April 30, 2024)	Before Deadline (May 1, 2024 onwards)
Academicians / Faculty Members	Rs 1,500	Rs 2,500
Research Scholars / Students	Rs 1,000	Rs 1,500
Industrialists / Employees	Rs 3,000	Rs 4,000
International Participants	\$ 50	\$ 70

*For Registration & Payment, visit*  
[www.icmrs.sahrdayasims.ac.in](http://www.icmrs.sahrdayasims.ac.in)

### *Payment Details*

Account Name: Sahrdaya Institute of Management Studies

Account Number: 0035053000027287

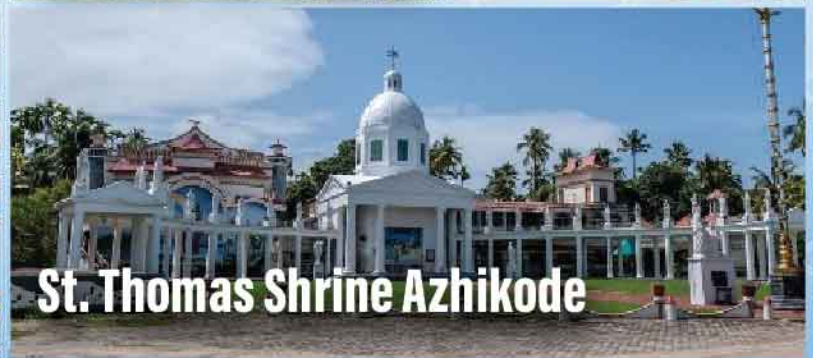
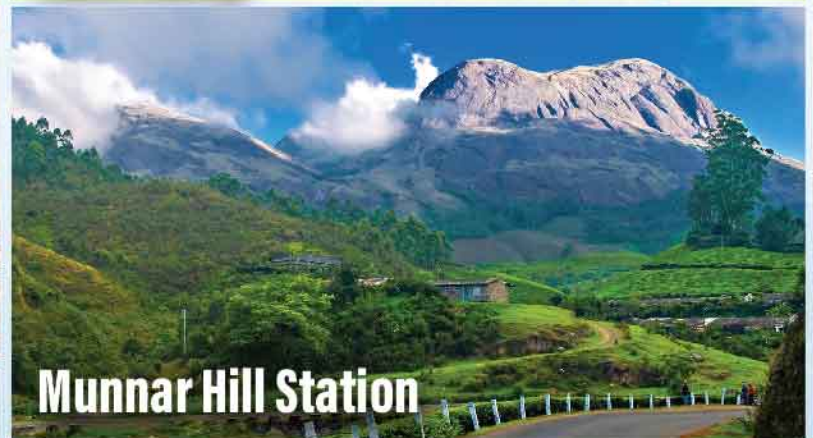
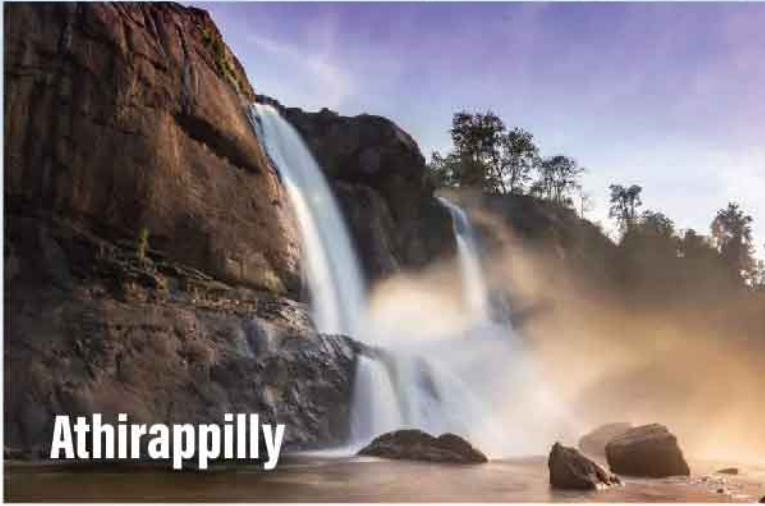
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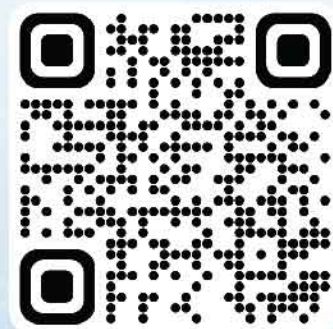
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