



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

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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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 21, 2024

**Conference
Registration
starts**
April 01 - 30, 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.sahridayasims.ac.in**

Payment Details

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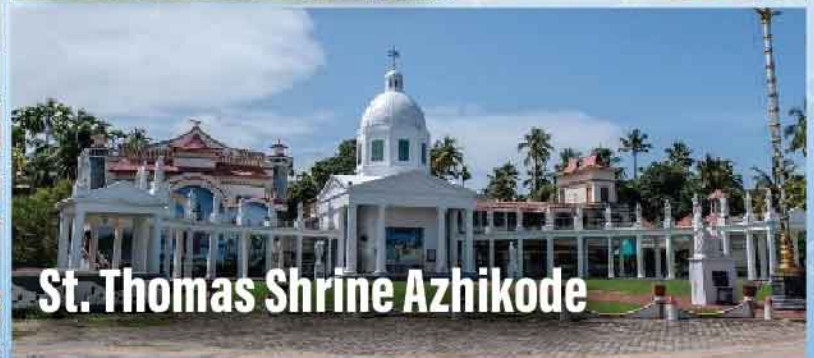
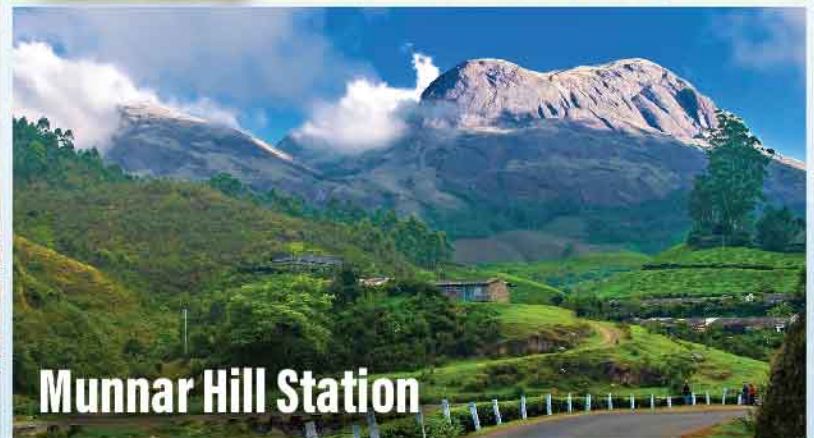
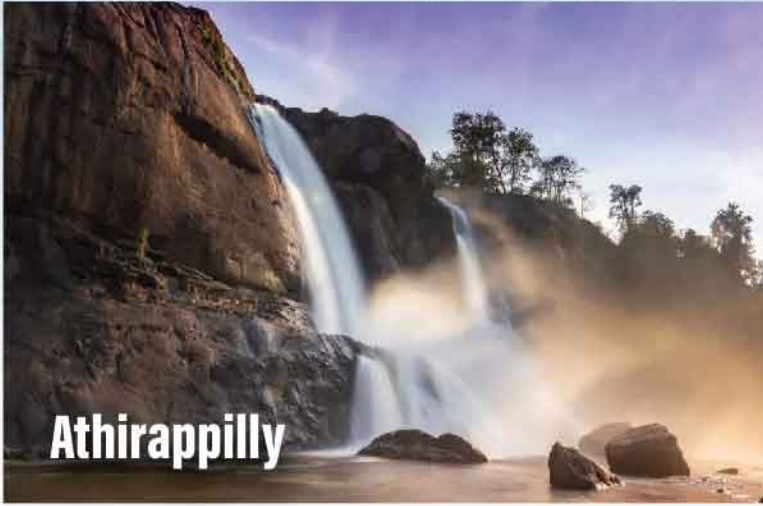
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Nearest Attractive Places





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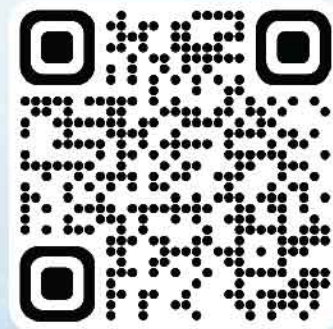
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