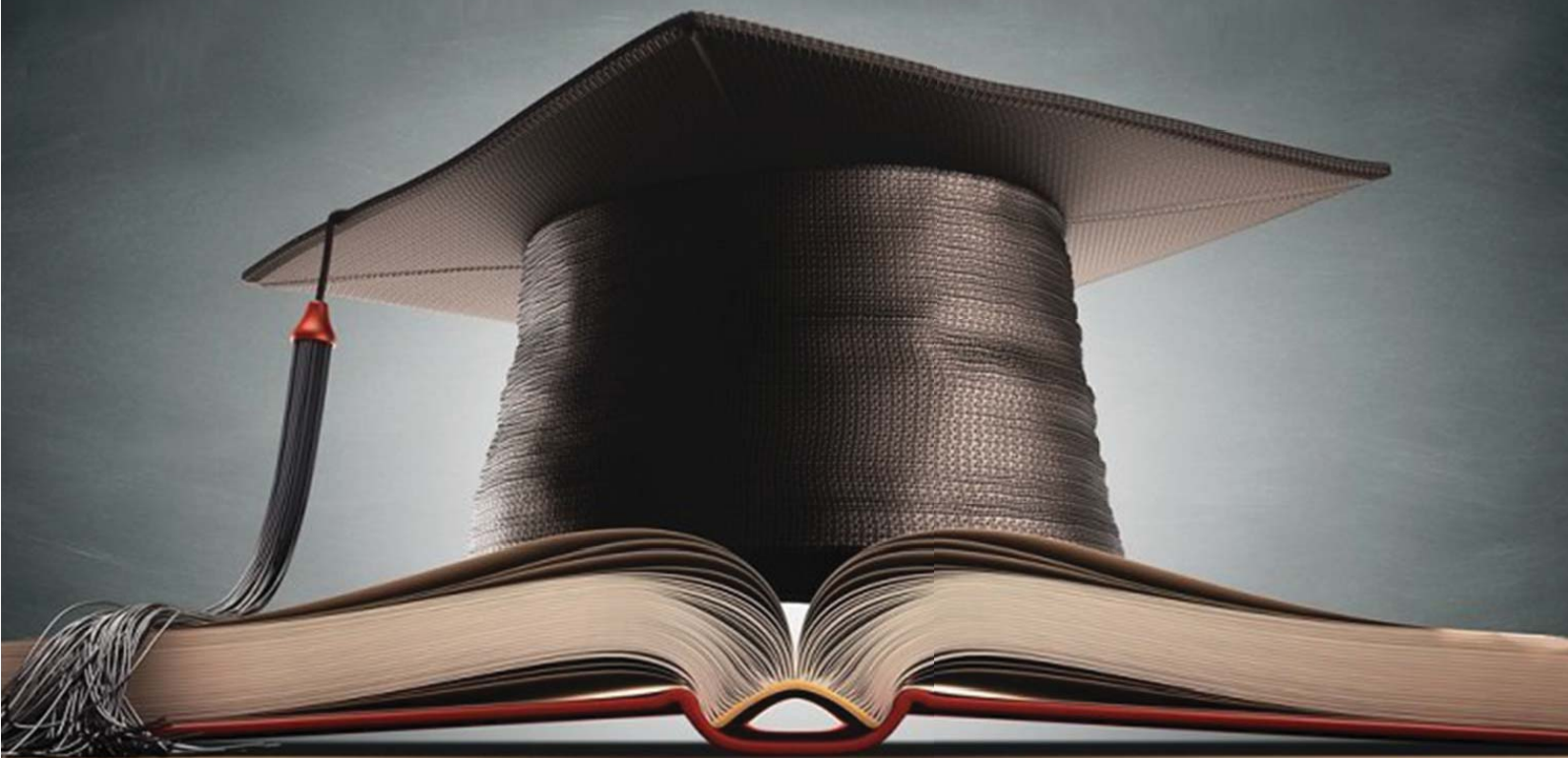


9th National Research Conference and Doctoral Consortium

“Future of Management Education in India”



30th March – 1st April 2015 | India International Centre, New Delhi

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About the Conference

Management education as an important driver of economic competitiveness and sustainability in an increasing knowledge & technology-driven global economy has been discussed and debated at many forums. The challenges faced by management institutes/ B-schools in India are not different from those internationally. But these challenges need to be understood, managed and mitigated at a faster pace than other countries as India is poised to be the forerunner in providing the global labour market with skilled and employable workers force.

The challenge for Indian business schools today is to restore confidence, relevance and a sense of entrepreneurialism as they prepare their graduates to deal with increasingly complex organisations and careers. At the same time, the landscape of business organisation too is undergoing change. In present scenario, business operations have no boundaries as spatial distance has lost relevance,

which brings intertwining of multi-systems, cultural sensitivity, use of technology at forefront. New process management approaches need to be taught at management institutes to harness underleveraged capabilities.

Today, management educators must prepare managers as leaders and decision-makers who are adept at dealing with uncertainties, change, improvement and innovation. This adjustment can be done only through a deeper understanding of emerging need of knowledge, learning and capabilities.

To explore these dimensions and many more pertinent issues challenging the future of management education in India, All India Management Association (AIMA) is organising a conference on the theme **“Future of Management Education in India”** at India International Centre, New Delhi on 31st March -1st April, 2015.

Objective of the Conference

- To provide a platform where stakeholders in management education can share and discuss the contemporary issues & challenges faced by management education in India.
- To share scholarly research on emerging opportunities and challenges for management education in India
- To suggest structural changes, policy reforms, curriculum updating, re-skilling needs in management education area.

Key features of the Conference

- 50 research papers to be presented across 10 tracks
- Excellent networking opportunities
- High profile plenary sessions
- Professional development interest group meetings
- Platform for industry connect
- Special welcome, announcements and gala dinner for sponsoring organisations and institutions
- Publication opportunity

Best Paper Award

One outstanding paper presented during the conference will receive an award of ₹5000/-. In absentia paper will not be considered for the competition.

Best Doctoral Presentation

One outstanding Doctoral paper presented during the conference will receive an award of ₹ 5000/- .

Call for Paper

To raise, discuss and resolve above issues the 9th National Research Conference invites your participation and papers. The two day conference will include both plenary and concurrent sessions. Plenary sessions will be delivered by leading experts invited from India and abroad.

We invite empirical work, theoretical paper, research articles, research reports, case studies and doctoral

thesis for presentation in concurrent sessions. The Papers can be submitted on the below given subthemes and plenary session topics. The list given is illustrative but not exhaustive.

Publication opportunity : All the research papers selected at the conference will be published in CME's e-journal AJMR (AIMA Journal of Management Research).

Subthemes of the Plenary Sessions

- Management education: Where we are and where we should be headed?
- Management education design and structure – Enhancing value of the programme
- The Regulatory Challenges: Way Ahead
- Responding to the market expectations: Responding to industry and student expectations
- Creating an everlasting learning experience: The challenge of designing classroom instructions and non-classroom initiatives
- Getting talent to develop talent: The faculty development challenge
- What about quality: Emerging quality challenges in management education
- The challenge of innovation in management education

Authors may consider the above listed areas; however if they wish to submit paper on other management and allied areas, they may inform the organisers. (Visit www.aima.in for details)

Types of Submissions & Output

The following are the types of submissions and output invited for this conference:

- Research Papers (RP)
- Doctoral Students Papers (DP)
- Poster Presentations (PR)
- Book Presentations (BP)
- Case Studies & White Papers (CW)
- Product / Service Showcase (PS) (Including educational software, online learning technology, simulation games and other management learning tools)

For Submission Guidelines, visit :

https://www.aima.in/media-centre/events/9th_national_research_conference.html

Paper Submission Guidelines

Abstract of about 250 -500 words, including a clear indication of introduction, purpose, research gap, research problem, objective of study, research methodology, implication of study and 3 key references should be submitted as per deadline along with the key words. The abstract will be reviewed and only those abstracts approved after

review will be requested for full paper submission. Contributions should be restricted to one paper per individual as the first author. Soft copy of manuscripts, not exceeding 6,000 words, typed in Ms Word, Times New Roman font, size 12, should be submitted through email to Conference Director at nrc@aima-ind.org. Hard copies or CDs will not be

accepted. The cover page should bear only the title of the paper, author/s' names, designations, official addresses, phone/fax numbers, and e-mail IDs.

The work must be original and not have been presented or submitted for presentation at any other conference. The papers presented at the conference

will be published in AIMA Journal of Management Research (AJMR) AIMA. Authors will be requested to provide non-exclusive copyrights of their paper to the conference organisers to ensure consideration for such a publication.

Conference Design

The conference will feature Panel discussion, Expert talks, Paper presentations, Dissertation Competition and Exhibitions. The conference provides a common platform for Industry, Academia, Government Universities / Private Universities / Deemed Universities, International / National Institution, Government Technical

Education Councils, National and International Accreditation bodies and other professional bodies to come together for deliberation and interactions. The conference offers an opportunity to exchange ideas and evolve new programmes, curriculum and strategies to meet the future challenges of management education.

About the Doctoral Consortium

All India Management Association (AIMA), the apex body of management profession in India is organizing the first ever Doctoral Consortium in collaboration with the Narsee Monjee Institute of Management Studies (NMIMS) and Aligarh Muslim University (AMU). The theme for consortium is "Development of management thought process from India and for India", on 30th March 2015".

The aim of the consortium is to provide an opportunity for doctoral scholars in management and allied areas to present and discuss their research with a distinguished panel of faculty and

industry professionals in an informal environment. The doctoral consortium aims at helping Ph.D students refine their research methodology and sharply define hypothesis and their data analysis plan. Research scholars who have finished their course-work and have progressed beyond their initial proposal presentation (Synopsis acceptance) are most likely to benefit from this. Around 15-20 research proposals will be considered for the consortium. The last date for submission of research proposals is 10th March, 2015. The shortlisted proposals selected for presentation will be intimated by 15th March, 2015.

Attendance Mode

Interested individuals can attend this conference in any of the following modes:

- Attending as presenter in person
- Attending as presenter in absentia
- Attending as participant in person
- Attending as guest / spouse of another presenter / participant

Note: Individuals may also register and attend the conference as a participant without submitting or presenting any work.

Distinguished Invited Speakers

Mr Ajit Balakrishnan

Chairman & CEO
Rediffmail.com

Mr Anand Sudarshan

Advisor
Sylvant Advisors Private Limited

Dr Aquil Busrai

CEO
Aquil Busrai Consulting

Prof A S Pant

Chairman (Officiating)
All India Council for Technical
Education

Dr Bakul Dholakia

Director General
International Management
Institute, New Delhi

Prof Bibek Debroy

Member of NITI Aayog

Prof (Dr) C Gopinath

Professor and Dean
O.P. Jindal Global University (JGU)

Mr Dilip Chenoy

Managing Director & CEO
National Skill Development
Corporation, (NSDC)

Prof D K Bandyopadhyay

Former Vice Chancellor
Guru Gobind Singh Indraprastha
University (GGSIU)

Prof J K Mitra

Professor
Faculty of Management Studies,
University of Delhi

Prof J. Philip

President
XIME

Mr Nikhil Sawhney

Jt. Managing Director
Triveni Engineering & Industries
Ltd

Mr P Dwarakanath

Advisor-Group Human Capital
Max India Ltd,

Prof Raj S Dhankar

Vice Chancellor
Ansal University, Gurgaon

Prof (Dr) Rajan Saxena

Vice Chancellor
Narsee Monjee Institute of
Management Studies (NMIMS)

Prof Rishikesh T Krishnan

Director
Indian Institute of Management
(IIM), Indore

Mr Rob Lynes

Director
British Council India

Mr Satyanarayan Mohanty

Secretary
Ministry of Human Resource
Development

Dr Sunil Abrol

President
Institute for Consultancy and
Productivity Research

Prof S. Balasubramanian

Director
GRG School of Management
Studies

Prof S. Sriram

Executive Director and CEO
Great Lakes Institute of
Management

Ms Veena Swarup

Director-HR
Engineers India Ltd

and many more

About AIMA

The All India Management Association (AIMA) is the national apex body of the management profession in India. Over the last five decades, AIMA has contributed immensely to the enhancement of management capability in the country.

AIMA has a broad base of 62 Local Management Associations including two cooperating LMAs abroad, with a membership crossing 30,000 in number. AIMA is a non-lobbying organisation, working closely with Industry, Government, Academia and students to further the cause of the management profession in India. AIMA is represented on the Boards of India's premier Business Institutions like Indian Institute of Management – IIMs. AIMA is also represented on Boards of Government bodies including the All India Council for Technical Education, National Board of Accreditation, National Productivity Council to name a few.

AIMA makes a salutary contribution to management learning and practice in the country by offering various services in the areas of testing, distance education, research, publications and management development programmes.

AIMA brings to the Indian managers, the best management practices and techniques through numerous foreign collaborations with professional bodies and institutions. AIMA is a member of the Asian Association of Management Organisations (AAMO) and works closely with several international management institutions like Robert H Smith School of Business at the University of Maryland, St Gallen Foundation etc. in organising international conferences and management development programmes.

To know more please log on to www.aima.in

Last Dates

Abstract by	5 th March 2015.
Full paper by	10 th March 2015.
Executive summary of doctoral thesis	10 th March 2015.
Intimation of acceptance of paper	15 th March 2015.
Conference Registration	20 th March 2015.

Registration Fees

The Conference registration fee for different categories of participants is as follows:

Category	Early bird registration (before 15 th March 2015)	Regular registration
Delegates from Academic Institutions	₹6000	₹7500
Corporate/Industry delegates	₹7000	₹8500
Foreign delegates	\$275	\$375
Ph.D Students / co-participants/ guests	₹5000	₹6000
Ph.D scholars registering only for Doctoral Consortium (30 th march)	₹500	₹650

**Early bird discount of 20% for registrations before 15th March 2015 for all categories.*

Additional group discount of 5% (3 members) & 5% discount for AIMA members.

Draft/Cheque (at par) should be in favour of "All India Management Association" payable at New Delhi.

The registration fee includes Executive Conference Kit, Lunch for 2 days, 1 Gala Dinner, Tea/Coffee during session.

A copy of the conference abstract and a copy of conference proceedings (after the conference)

The conference organisers can facilitate your lodging arrangements on request. The list of hotels can be provided on request.

For further details / Research Paper Submission / Registration, please contact:

Dr. Anuja Pandey, Conference Director

All India Management Association, Centre for Management Education

Management House, 14 Institutional Areas, Lodhi Road, New Delhi – 110003

Tel No.: 24645100/43128100 – Ext. 709 Fax: 24626689, 24643035, Email: nrc@aima.in

Website: www.aima.in