

International Conference on Contemporary Research in Management (ICCRM) 2023



Phyigital Conference Theme: Realigning Research to build Resilience ICCRM 2023

Venue: PSG INSTITUTE OF MANAGEMENT Date: January 11 - 12, 2023

In the recent times, the world has learnt that disruptions can occur and that they cannot be predicted. Organizations are facing heightened uncertainty in terms of their international operations. Geopolitical tensions are rising, prompting organizations to adapt a protectionist strategy, which in turn inhibits globalization. The hybrid mode of work has warranted a relook into the drivers of employee engagement and has reinstated the focus on well-being at the workplace. Furthermore, data-driven competence is emerging to be dominant as the world transcends from the industrial era to the intelligence era.

Businesses are conducting an after-review to assess the impact of the pandemic, and are devising strategies to recover, enhance growth, sustain, and build resilience for the future. A breakthrough in automation, robotics, and artificial intelligence has changed the way businesses operate and hence warrants agility. All these developments have resulted in a realignment of research priorities across the globe. The contemporary topics for research include drivers of employee engagement, well-being at work, diversity, equity, inclusivity, workplace safety, managing the hybrid workforce, automation of managerial roles, remote work tools, performance measurement tools, and shortened workweeks.

In the present business environment, organizations should prioritize research and development to ride through the challenges, and sustain. Agile and responsive strategies backed by the support of decision sciences are critical to top the chart in this ever-changing global scenario. Given this background, this conference aspires to be a platform to exchange contemporary research ideas to build the resilience of businesses in the post-pandemic era.

Tracks / Sub themes for Research papers and Case Studies

- **Decision Sciences**
- **Finance, Accounting & Control**
- **Humanities & Social Sciences**
- **Marketing Management**
- **OB & HR**
- **Operations Management & Quantitative Methods**
- **Strategic Management**
- **Business / Management Case Studies**

The extended abstracts shall be sent to iccrm@psgim.ac.in

Conference Highlights

- **Doctoral Colloquium:** Papers can be submitted to either the Regular track or to the Doctoral Colloquium track where expert members in the specific domain shall share their insights and inputs to doctoral candidates
- **Special Track on Management Cases:** An exclusive track for presentation of indigenous case studies in management shall be made available for participants to share the success stories and lessons learnt by business houses
- **Best Paper and Best-Case awards:** Awards for best papers and best-case study shall be declared at the end of the conference.

Conference Advisory Board

- Dr. Muraliraman, Deputy Vice Chancellor, Asia Pacific University of Technology and Innovation, Malaysia
- Dr. Anne L. Balazs, Dean, John B. and Lillian E. Neff College of Business and Innovation, University of Toledo, USA
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- Mrs. Kiruthika Ragupathi , Associate Director, Centre for Development of Teaching and Learning, NUS, Singapore

Submission Guidelines & Publication Opportunity

Publication Support by

PSG Center for Academic Research and Excellence

The extended abstracts shall be sent to iccrm@psgim.ac.in and shall include Title, Introduction, Theoretical background, Objectives, Methodology, Findings. The submissions shall be in the prescribed template only.

Case study abstracts submitted to the track shall include the case context, dilemma, theory, type of case (applied decisional or problem solving) and case questions not exceeding 500 words. We invite plagiarism free abstracts and cases.

The conference proceedings will be published as an ISBN Book. Selected papers will be published in **ABDC and UGC CARE listed journals** and Change Cases will be published in Journal of Contemporary Research in Management.

Important Dates



Details of Pre-conference Workshops, sightseeing and accommodation details will be shared subsequently.

Registration

The Conference fees including GST 18% and excluding publication charges shall be

Category/ Nationality	Indian	Foreign Nationals
Research Scholar	2000	\$100USD
Academician	3000	\$150USD

For Indian Authors, the conference fee for online presentation shall be subsidized by 50%

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About PSGIM – the Host Institute

PSG Institute of Management is an Institution under the PSG & Sons' Charities Trust, one of the oldest charitable organizations in India devoted to empowerment and social change through education. The genesis of PSGIM can be traced to the establishment of the Department of Management Sciences in 1966 at the PSG College of Technology. Dr. G. R. Damodaran, the Founder-Principal of the college, on surveying the increasing number of small-scale industrial units functioning in and around Coimbatore felt the need for providing technocrats with concepts and techniques related to business management. To cater to this need, a department of Management Sciences was created. From this humble beginning, the Institute has grown leaps and bounds, guided by its vision to be a leader amongst the private Business Schools in India.

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