



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

Deemed to be University U/S 3 of the UGC Act, 1956

SCHOOL OF MANAGEMENT



# 4<sup>th</sup> International Conference on **MANAGEMENT RESEARCH** **(ICMR-2024)**

**THEME:** Future of Management  
- Embracing Sustainability,  
Diversity, and Inclusivity



**THE 4<sup>TH</sup> INTERNATIONAL CONFERENCE ON MANAGEMENT OF RESEARCH (ICMR)**

The International Conference on Management Research (ICMR-2024) is a leading platform for the presentation of pioneering theories, cutting-edge research, and transformative insights across an array of disciplines in business management, marketing, finance, economics, technology, decision science, human resources, and organizational behavior. All of this is contextualized within the vital principles of sustainability, diversity, and inclusivity. This esteemed event holds the objective of establishing an international stage where scholars, researchers, practitioners, industry professionals, and students can seamlessly exchange their research findings with global experts. Papers will be evaluated based on novelty of ideas, originality, accuracy, research depth, and relevance to the conference theme and sub-themes. The ICMR-2024 is a unique opportunity to share your research with a global audience and to network with leading experts in the field.

**IMPORTANT DATES**

Last Date for submission of full paper (Extended)	: January 22, 2024
Intimation of acceptance of paper	: February 1, 2024
Conference Registration	: February 2-15, 2024
Last date of Conference Registration	: February 15, 2024
Conference date	: February 22-23, 2024
Pre-conference Research Workshop	February 22, 2024
Last date of Workshop Registration	February 18, 2024

**THEMES & SUB-THEMES****THEME: Future of Management - Embracing Sustainability, Diversity, and Inclusivity**

The landscape of management is undergoing a profound transformation as the world confronts unprecedented challenges and opportunities. The future of management is no longer just about optimizing profits; it's about embracing sustainability, diversity, and inclusivity as fundamental pillars of success. In this era of rapid technological advancements, climate change, shifting demographics, and changing social norms, businesses and organizations must adapt and evolve to thrive. This conference delves into the critical theme of the "Future of Management," highlighting how a proactive approach to sustainability, diversity, and inclusivity can drive not only corporate prosperity but also contribute to the betterment of society and the planet.

Sustainability has emerged as a central concern in the future of management. As the consequences of climate change become increasingly evident, organizations should assess the social and environmental impacts. Sustainability entails adopting eco-conscious practices, reducing carbon footprints, and integrating ethical considerations into decision-making processes. Moreover, embracing sustainability is not merely a moral imperative but also a strategic one, as consumers, investors, and regulators increasingly favor environmentally responsible businesses. Companies that fail to incorporate sustainability into their management strategies risk not only reputational damage but also financial instability. Diversity and inclusivity represent another key dimension of the future of management. Globalization has created workforces that are more diverse than ever before, both in terms of demographics and cultural backgrounds. Effective management in the future will require leaders who understand the value of diversity and actively promote inclusivity. Diverse teams bring a wealth of perspectives and ideas, fostering innovation and adaptability. Moreover, inclusivity ensures that all individuals, regardless of their background, have equal opportunities to contribute and thrive within organizations. As societies become more aware of social justice issues, businesses that do not prioritize diversity and inclusivity risk being out of touch and uncompetitive. To thrive in this evolving landscape, management must wholeheartedly embrace these principles, charting a course toward a more prosperous and equitable future for all.

## SUB-THEMES

### 1. Circular Economy and Sustainable Business Practices

- Innovative Business Models and Strategies for a Sustainable Future
- Achieving Environmental Sustainability and Responsible Profitability
- The Role of Supply Chain Sustainability
- Transparent Reporting and Impact Measurement
- Achieving the UN Sustainable Development Goals (SDGs) through business practices

### 2. Inclusive Leadership and Organizational Culture

- Inclusive Leadership: The Key to Success in Modern Workplaces
- Creating an Inclusive Organizational Culture
- Empowering Employees from All Backgrounds to Thrive in the Workplace
- The Future of Inclusive Leadership

### 3. Environmental Sustainability and Green Initiatives

- Eco-Friendly Policies and Green Initiatives: A Path to Sustainable Management
- Reducing the Carbon Footprint of Organizations
- Addressing Climate Change Challenges through Management Practices
- The Future of Sustainable Management
- Sustainable Management: A Global Imperative

### 4. Diversity and Inclusion in the Boardroom

- The Business Case for Diversity and Inclusion in the Boardroom
- Advancing Diversity on Corporate Boards and Executive Teams
- Strategies for Inclusive Decision-Making at the Highest Levels
- The Future of Diversity and Inclusion in the Boardroom

### 5. Innovative Solutions for Social Impact

- The Rise of Social Entrepreneurship
- The Role of CSR in Sustainable Development
- The Future of Work and Innovation
- The Power of Collaboration
- The Future of Social and Environmental Impact

### 6. Inclusivity in Global Markets and Supply Chains

- Navigating Cultural Diversity in International Markets
- Building Inclusive Supply Chains that Support Local Communities
- Ensuring Ethical Practices in Global Business Operations
- The Role of Business in Creating a More Sustainable World
- The Future of Global Business

### 7. Resilience and Adaptability in a Changing World

- Managing Disruptions and Uncertainties with Resilience
- Adapting Management Practices to Emerging Trends and Challenges
- Embracing Change as a Constant in Modern Business Environments
- The Future of Work in a Dynamic Business Environment
- The Role of Leadership in Navigating Change

### 8. Diverse Talent Acquisition and Management

- Strategies for Attracting Diverse Talent to the Workforce
- Inclusive Hiring Practices and Mitigating Bias in Recruitment
- Enhancing Employee Engagement and Retention through Diversity
- The Business Case for Diversity and Inclusion
- The Future of Diversity and Inclusion in the Workplace

## 9. Ethical AI and Technology for Sustainability

- Ensuring Ethical Use of Artificial Intelligence and Data Analytics
- Leveraging Technology for Sustainable Solutions and Social Impact
- Addressing Potential Biases and Risks in AI Applications
- The Role of Businesses in Shaping the Future of AI
- The Future of AI for Social Good

## 10. Empowering Marginalized Communities

- Creating Economic Opportunities for Marginalized Communities
- Empowering Women, Minorities, and Underserved Groups in Business
- Inclusive Social and Economic Development Initiatives
- The Role of Businesses in Creating Economic Opportunities for Marginalized Communities
- The Future of Economic Opportunity for Marginalized Communities

## 11. Stakeholder Engagement and Environment-Social-Governance (ESG)

- Engaging Stakeholders in Sustainable Decision-Making
- Building Transparent Governance Structures that Promote Sustainability
- Balancing Short-Term Profitability with Long-Term Sustainability Goals
- The Role of Leadership in Promoting Stakeholder Engagement and Sustainable Governance
- The Future of Stakeholder Engagement and Sustainable Governance
- Environment-Social-Governance (ESG) and Stakeholder Value Creation

## 12. Sustainable Innovation in Product and Service Development

- Rethinking Product Design for Sustainability and Inclusivity
- Sustainable Innovation in Industries like Fashion, Technology, and Food
- The Role of Consumer Behavior in Driving Sustainable Products
- The Future of Sustainable Product Design
- The Business Case for Sustainable Product Design

*The specified themes and sub-themes provide a framework for submissions. The submitted papers that address related themes will also be considered.*

**Ph.D. Symposium:** The Ph.D. Symposium is a forum for Ph.D. Candidates in business management to present their research and ideas to a scholarly audience. The symposium also provides an opportunity for Ph.D. Candidates to network with and learn from prominent experts in the field.

### SUBMISSION GUIDELINES:

- **Originality:** Papers must describe original research that has not been published or submitted for publication elsewhere.
- **Format:** Papers must be formatted according to the following guidelines:
  - ✓ Abstract: Not more than 300 words (with- 5 keywords; Purpose/Objective of research; Study design/methodology/approach; Findings; and Originality/value)
  - ✓ Tables, graphs, and figures: Black and white, properly numbered
  - ✓ References: APA style
  - ✓ Plagiarism: Not more than 10%
  - ✓ Font: Times New Roman, 12 points
  - ✓ Margins: 1 inch all around
  - ✓ Spacing: Double spaced
- **Submission:** Papers must be submitted electronically through the ICMR-2024 website.
- **Review:** All papers will undergo a double-blind peer review process.

*Please note that the ICMR-2024 reserves the right to reject any paper that does not meet the submission guidelines.*



## MODE OF PRESENTATION:

The International Conference on Management Research (ICMR-2024) will be conducted in a Phygital Mode.

## PUBLICATION OPPORTUNITIES:

All registered and presented papers will be peer-reviewed. Selected papers will be published as part of the conference proceedings in the form of an edited book with **Taylor & Francis**.

## AWARDS FOR BEST PAPERS:

1st Prize:	Rs. 15,000/-
2nd Prize:	Rs. 12,000/-
3rd Prize:	Rs. 10,000/-

*The best paper for the Ph.D. symposium will be awarded with Rs. 10,000/-.*

## REGISTRATION FEE:

- ✓ Academician: Rs. 2400/-
- ✓ Corporate: Rs. 5000/-
- ✓ Research Scholar: Rs. 1200/-
- ✓ Foreign Delegates (Academicians/Students): US \$100

*The registration fee is non-refundable.*

## The Registration Fee can be paid by:

Name of Account (As per Bank record)	KSOT PROJECTS
Account Number of the above account	50029573273
Complete Contact Address	Campus-03 KIIT University Patia, Bhubaneswar Pin-751024
Bank Name (Full)	Indian Bank
Branch Name	KIIT Branch
Complete Contact Address	Campus-1 Chandrasekharapur Patia Bhubaneswar Pin-751024
Telephone No.	0674-2742392
9-Digit Code No. of Bank & Branch	751019021
Account Number	50029573273
Account Type (SB/CURRENT/CASH /CREDIT Etc.)	Saving
IFSC Code No. of Bank	IDIB000K717

## ORGANISING COMMITTEE

### Convenor:

**Prof. K K Ray**  
kkray@ksom.ac.in

### Co-convenor:

**Prof. Bhuwandeep**  
bhuwandeep@ksom.ac.in

### Conference Secretary:

**Anupriya Panda**  
(Conference Executive)  
2181162@ksom.ac.in

**Ashutosh Parhi**  
(Conference Associate)  
2281125@ksom.ac.in

## ADVISORY BOARD

**Dr. Abhishek Behl**

Area Lead- Information Management, MDI Gurgaon

**Dr. Anil Kumar**

Associate Professor  
London Metropolitan University, UK

**Dr. Biswajit Das**

Professor  
KIIT University, India

**Dr. Bhimaraya Metri**

Director  
Indian Institute of Management Nagpur, India

**Dr. Bhumika Gupta**

Director Master Sc Program  
University Paris Saclay, France

**Dr. Gopal C. Kundu**

Director, R&D  
KIIT University, India

**Dr. Gopal P Mahapatra**

Professor of Practice-OB & HRM,  
Indian Institute of Management,  
Bangalore, India

**Dr. Jnyana Ranjan Mohanty**

Registrar  
KIIT University, India

**Dr. Jose Arturo Garza-Reyes**

Professor  
The University of Derby, UK

**Dr. Rabi. N Subudhi**

Senior Professor  
KIIT University, India

**Dr. S. N Mishra**

Professor Emeritus  
KIIT University, India

**Dr. Sambit Lenka**

Director of Studies - Business Administration, Jönköping International Business School, Sweden

**Dr. Saranjit Singh**

Vice-Chancellor  
KIIT University, India

**Dr. Siva Viswanathan**

Dean's Professor of Information Systems  
University of Maryland, College Park, US

**Dr. Sumita Mishra**

Dean, KIIT School of Management  
KIIT University, India

**Dr. Sunil Sahadev**

Professor  
Sheffield Hallam University, UK

**Dr. Tapan Panda**

Pro-Vice-Chancellor  
KIIT University, India

**Dr. Tapas Mishra**

Head of Banking and Finance  
Southampton Business School, UK

## ABOUT KSOM

(KIIT School of Management)



KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools in India with a ranking of 31 as per NIRF, MHRD, Government of India, 2021. KSOM is a part of KIIT Deemed to be University - one of the 10 private institutes in India to get the 'Institution of Eminence' tag from UGC, MHRD, Government of India. It also got the best B School of Odisha by Times Business Awards in 2020. The MBA program of KIIT School of Management (KSOM) is approved by the All-India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by the Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation. 80% of faculty are from industry or with Ph.D. & over half the faculty are from institutions such as IIMs, IITs, TISS, MDI, XLRI, and other premier institutes. Specializations are offered in Business Analytics, Marketing, Finance, HR, and

Operations. KSOM has also launched a Super MBA - 2 years of super specializations in niche areas like Business Analytics, Healthcare Management, Construction Management, and Supply Chain Management. 140+ recruiters visit the campus for hiring every year. It has a strong industry connection with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully WiFi-enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series, and sports events. KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, student research undertaken by students and jointly working with the industry through partnership and tie-ups.

## ABOUT KIIT

(Kalinga Institute of Industrial Technology)



The Kalinga Institute of Industrial Technology (KIIT) Deemed to be University is synonymous with academic excellence. It has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs. The Education Ministry's NIRF 2022 has placed it as the 20th-best university in the country, awarding high scores in parameters such as teaching, learning resources, and graduation outcome. In the 'outreach and inclusivity parameter', the university got a score of 77.86. It ranks in the cohort of 801-1000 globally in the prestigious Times Higher Education World University Rankings 2022. It was ranked 8th best University in the world in the prestigious Times Higher Education Impact Rankings 2022 for the impressive progress made in 'reducing inequalities. The remarkable growth of KIIT is rooted in the principles espoused time and

again by KIIT 07 Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity. The premier institute is spread over 25 sq. km. of the academic township and offers courses on almost all engineering disciplines, including medicine, management, rural management, law, architecture, biotechnology, fashion technology, and other domains. In 2021, KIIT was ranked No. 1 among the top self-financing institutions in the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), for the second time in a row. It became India's first QS 5 Stars Rated University by being awarded 5 Stars from all the categories of QS criteria. Times Higher Education, in its Asia University Rankings for 2022, has placed it as the 23rd best in India in the overall category.

## Our Inspiration



**Dr. Achyuta Samanta**  
Founder - KIIT & KISS

Our Inspiration Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well-to-do, and Kalinga Institute of Social Sciences for the poor. This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self-financing mode providing education to over 25000 students in subjects ranging from engineering to Biochemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre-primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 Nobel laureates and over 100 Heads of State have visited KISS and applauded the development model.







**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**

Deemed to be University U/S 3 of the UGC Act, 1956

**SCHOOL OF MANAGEMENT**

Address:  Campus 7, Patia, Bhubaneswar, India

Phone:  79784 09463 / 79088 80520

Conference Email:  
[icmr2024@ksom.ac.in](mailto:icmr2024@ksom.ac.in) 

Conference Website:  
[event.kiit.ac.in/icmr2024](http://event.kiit.ac.in/icmr2024) 