

# INDAM *Conference* 2025



**Theme:**  
"Reminiscence of Time Tested Management  
Concepts: Acceptance, Adaptation, Advancement."

Venue: Indian Institute of Foreign Trade, Kolkata Campus

Dates: 16th-18th January 2025

Details: [www.iift.ac.in](http://www.iift.ac.in)

## Convenors:



Dr. Deepankar Sinha,  
Professor at Indian  
Institute of Foreign  
Trade, Kolkata



Dr. Saikat Banerjee,  
Professor at Indian  
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Dr. Sumit K. Kundu,  
President, Indian Academy  
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Professor at Florida  
International University,  
Miami USA



Dr. Surender Munjal,  
Professor at Aston  
Business School,  
Birmingham UK



## About IIFT

The Government of India established the Indian Institute of Foreign Trade (IIFT) as an autonomous organization in 1963 to support the professionalization of the nation's foreign trade management and increase exports through the development of human resources, the production, analysis, and dissemination of data, and the conduct of research.

Institute's portfolio of long-term programmes is diverse, catering to the requirements of aspiring International Business executives and mid-career professionals alike. The Kolkata Campus was set up in 2006. The campus at Kolkata is an extension of the Delhi campus with rotating faculty.

Nestled amidst lush greenery and overlooking green ridge, IIFT Kolkata campus is equipped with State-of-the-art facilities like air-conditioned lecture halls, conference halls, and a 500-seater auditorium to cater to all the academic and extracurricular needs. The modern academic and admin buildings seamlessly blend with picturesque gardens and water bodies, creating an inspiring learning environment.



## About INDAM

The Indian Academy of Management (INDAM) was established in 2007. It is an affiliate of the Academy of Management, USA, the premier management research and education body of management researchers and educators worldwide. The primary objective of INDAM is to spearhead the creation and dissemination of knowledge on Indian businesses and organizations both within and outside India.

To achieve these objectives, INDAM aims to provide access to an active community of scholars who can meet regularly at research conferences in India to share their interests, ideas, and findings. It further provides a link to other professional bodies within and outside India. Keeping these objectives, INDAM has organized nine conferences hosted at XLRI Jamshedpur, IIM Ahmedabad, IIM Bangalore, IIM Lucknow, IIM Indore, IIM Trichy, IIM Rohtak, NMIMS Mumbai and GIM, Goa. The Indian Institute of Foreign Trade, Kolkata campus will host the tenth conference on January 16-18, 2025. The pre-conference workshops will be on January 15, 2025.

## **Title:**

# Reminiscence of Time Tested Management Concepts: Acceptance, Adaptation, Advancement

## **Theme**

Throughout history, successful leaders have grasped the significance of acknowledging and embracing the realities they confront, whether it's understanding market trends, addressing team dynamics, or optimizing available resources. What separates good leaders from great ones is their ability to adapt these realities through innovative strategies and flexible approaches. True progress can be achieved by continuously pushing the boundaries, embracing new ideas and technologies while still adhering to proven management practices. In a world of constantly shifting business landscapes, these tried-and-true concepts remain steadfast in guiding leaders towards success. Against this backdrop, the theme INDAM 2025 delves into the enduring theories of management concepts, urging us to reassess their significance in the dynamic world of today. It encourages management scholars to revisit the time-tested management concepts through three theoretical lenses: acceptance, adaptation, and advancement, offering new insights into their application.



## **Highlights**

- Research Methods Workshop
- Paper Development Workshop
- Meet the Editors of Top Tier Journals
- Plenary Sessions
- Industry Panel Discussion
- Policy Forums
- Paper Presentations
- Career Opportunities
- Publications Opportunities
- Doctoral Colloquium

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**Managing Human Resources Humanly**

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# Tracks

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## 1. Leadership Challenges and Actionable Leadership

The contemporary business landscape presents leaders with an array of complex challenges, from navigating economic uncertainties to managing diverse teams across global boundaries. The "Leadership Challenges and Actionable Leadership" track intends to identify and address these multifaceted challenges with practical, evidence-based strategies. Submissions that examine an array of topics, including but not limited to various aspects of leadership, such as crisis management, strategic decision-making, fostering innovation, and leading through change. Additionally, themes such as ethical leadership, the role of emotional intelligence in leadership, and strategies for developing future leaders. Contributions may include empirical research, case studies, theoretical analyses, and actionable frameworks.

□ Track Chair(s): Prof. Pooja Lakhanpal, IIFT Delhi and Prof. Sushanta Mishra, IIM Bangalore

## 2. Managing Human Resources Humanly

In an era where technological advancements and globalization are reshaping the global workplace, the essence of human-centric management practices has never been more critical. The "Managing Human Resources Humanly" track explores

innovative HR strategies that prioritize human dignity, well-being, and development in HR practices. This track seeks to address the dynamic challenges faced by organizations in fostering inclusive, ethical, and sustainable work environments. Submissions that examine an array of topics, including but not limited to, employee engagement and well-being, diversity and inclusion initiatives, ethical leadership, work-life balance, multi-generational workforce and the impact of digital transformation/technology on human resource management are welcome.

□ Track Chair(s): Prof. Naman Sharma, IIFT Kolkata and Prof. Radha Yadav, IIM Ranchi

## 3. Changing Consumer and Insightful Marketing

Understanding changing consumer behavior is crucial in today's constantly evolving business landscape. To succeed, brands must embrace both time-tested marketing concepts and remain attuned to current trends. As technological advancements, social media trends, and global influences constantly influencing consumers, it is essential for brands to be agile and adaptable. It is important to realize the value of having an online and offline presence, investing in digital marketing, and enhancing user experiences. To remain ahead of the curve, brands should focus on creating engaging content, collaborating with stakeholders, and actively listening to consume feedback. The evolving consumer trends, consumer behavior in the multicultural

(and vibrant) world, influencers/celebrities' endorsements, adaptive modelling, marketing in AI age, sustainable marketing, inclusive marketing, SDGs, responsible marketing, and indigenous knowledge can bridge the void between conventional and contemporary theories and market practices. In this track, we aim to call for conceptual, methodological, qualitative, quantitative well-grounded development to stimulate the acceptance, adaptation, and advancement in the consumer and marketing realm.

□ Track Chair(s): Prof. Ashish Gupta, IIFT Delhi and Prof. Sourindra Banerjee, Leeds University Business School

#### **4. Phygital Economy and Inexplicable Challenges**

Economic growth and societal progress dictate the overall well-being and economic health of a nation. And the growth engine for time-tested and trusted infrastructure hinge upon smart and sustainable solutions. One such solution is integrating physical assets with digital technologies - often refereed as Phygital. The phygital infrastructure increasingly focuses on optimal allocation of scarce resources. Moreover, it revamps the economic activities of a nation by advocating smart agriculture, ingraining logistics innovation, implementing e-governance, augmenting phygital intelligence in tourism, advancing learning models, structuring labour needs and empowering women. The collusion of digital divide and technological convergence in developing and least-developed nations eventually deters the economic buoyancy.

So, we invite the theoretical and empirical research work on a Phygital Economy and Inexplicable Challenges” to explore the challenges faced by different stakeholders in implementing Phygital solutions to an array of problems by reminiscing the technological acceptance, adoption, and advancement landscapes.

□ Track Chair(s): Prof. Taufeeq Ajaz, IIFT Kolkata and Prof. Richa Saxena, IMT Ghaziabad

#### **5. Entrepreneurship Challenges and Smooth Sailing**

This track aims to explore the multifaceted world of entrepreneurship, focusing on the obstacles faced by new and growing ventures. And, formulating strategic framework to overcome these challenges for sustainable growth of entrepreneurial ecosystems. The track will delve into the dynamic landscape of modern entrepreneurship, highlighting both the hurdles and triumphs faced by innovators today. To educate the next wave of entrepreneurs about the facets of legal complications, talent retention, innovation integration, scaling-up strategies, sustainable approach, and building resilient marketplace needs entrepreneurial metaphors and concepts to overcome common pitfalls. In addition, join us to explore the intricate journey of entrepreneurs, strategic leverage to steer their ventures toward success, and discover pathways for smooth sailing in the stormy seas. We intend to converge valuable insights, academic rigour and practitioners' perspectives

from entrepreneurs, business leaders, policymakers, and academic scholars on entrepreneurial orientation and development.

□ Track Chair(s): Prof. Oly Mishra, IIFT Delhi and Prof. Shubhabrata Basu, IIM Indore

## 6. International Business and Managing Global Team

Global shocks (such as pandemics, geopolitical tensions, trade wars, and shipping disruptions) tied and twisted the international market unprecedentedly in recent years. Amidst all this, the flows of goods and services worldwide found their way to the market by defying market dynamics and management concepts. The investment crossroads, business diversification, offshoring, and production relocation gained momentum in the East, whereas the West embraced Friendshoring, Nearshoring, and Reshoring during these turbulent times. The steadfast international expansion of MNEs from emerging economies in developed nations stirred international traders/theorists. And the shipping communities witnessed their highs and lows in the global supply (and value) chain. In addition, in the thick of normative behaviour, inclusivity, diversity, ambiguity, and interdependence; managing teams' cross-borders became a global challenge. So, we invite academicians, scholars, and practitioners to propose an intellectual discourse/scientific work on acceptance, adaptation, and advancement in management concepts to perpetuate resilience in international trade and global teams.

□ Track Chair(s): Prof. Raghuveer Negi, IIFT Kolkata and Prof. Niti Bhasin, University of Delhi

## 7. Fintech and Financial Inclusion

Rapid advancements in technology have significantly reshaped the financial sector globally by making its services more accessible, efficient, and user friendly. With the goal of bridging the financial divide, the track "Fintech and Financial Inclusion" sets out to explore the upcoming innovations and strategies that leverage fintech. The research deliberation on how digital payments, mobile banking, blockchain technologies can help increase access of financial services to the rural populations. The digital transformation, data innovation, blockchain technology, digital currencies and crowd funding is reverberating the echo of financial freedom. Further, the regulatory framework, cybersecurity, Insurtech and data breach are trouble in paradise in the era of FinTech fever.

We encourage researchers to investigate financial issues, their resolutions through FinTech, setbacks in financial revolution, and can it be a long-term solution for financial inclusion. It shall also focus on regulatory and security challenges faced due to FinTech and the importance of government policies for successful adoption.

□ Track Chair(s): Prof. Jayanta Kumar Seal, IIFT Kolkata and Prof. Sabyasachi Sinha, IIM Lucknow

## 8. Supply Chain Resilience and Innovative Adaptation

At present, the global supply chain is strained and stormed by unprecedented disruptions in geopolitics and trade routes. The Suez Canal block, foreshocks in the Black Sea, draught in Panama Canal, port congestions, shipment re-routing, and ever-increasing freight rates are attributing to timid and troubled signs for maritime security and safety. The domestic value chains continued to form a perpetual distress among the stakeholders owing to supply chain occurrences (such as freight derailment, demand drops, material scarcity, and insufficient safety stocks). And, supply chain industries face inevitable exposure to market volatility, unpredictability, shipping complexity, and time ambiguity. Despite that, supply chain leaders are striving for continuous cost optimization, shortened lead times, and service differentiations with reliability. To thrive in extant supply chain networks, contemporary theories and market practices need to be in line with ingenuity, resilience, and flexibility. In addition, the structural reforms in logistics innovations such as syncromodality, physical internet, 5G, IoT sensors, and GenAI in logistics processes foreground a future of mobilization, prioritization, and configuration to create sustainable and resilient supply chain networks in the global market.

We invite scholars, academics, and all interested parties to present their ideas and research on blending traditional and modern theories and practices in areas such as competitive advantage, risk management, network planning, warehouse management, innovation adoption, and sourcing strategies to improve resilience in supply chains.

□ Track Chair(s): Prof. Saurav Dash, IIFT Delhi and Prof. Ajith Thomas, St. Joseph's College

## 9. Decision Dilemma and Decision Sciences

In an era marked by rapid technological advancements and an abundance of data, the complexities of decision-making have amplified, presenting unique dilemmas for managers and leaders. This track, Decision Dilemma and Decision Sciences, invites scholarly contributions that explore the intricate processes behind decision-making in the contemporary business environment. We seek research that delves into the cognitive, analytical, and strategic aspects of decisions, addressing challenges such as uncertainty, risk management, and integrating artificial intelligence. By examining these elements through the lenses of acceptance, adaptation, and advancement, this track aims to uncover innovative methodologies and frameworks that enhance decision-making efficacy. We encourage submissions that offer theoretical insights, empirical research, and practical applications, contributing to the evolution of decision sciences in guiding organizations toward more informed and effective choices.

□ Track Chair(s): Prof. C. Ganeshkumar, IIFT Delhi and Prof. Kingshuk Sarkar, Goa Institute of Management

## 10. International Business and Evolving Strategic

### Landscape

Businesses continuously navigate the changes in the strategic landscape due to numerous factors. Threats of conflicts, technological advancements, the emergence of artificial



intelligence, global warming, digitalization and other pertinent issues of value chain, and globalization are some factors that entail the need for a pragmatic approach to sustainable growth in international business. To delve into these intricacies of emerging trends, we draw the attention of academically inclined minds toward this conference. Let us indulge in thought-provoking discussions and bring to the fore all those issues that deserve attention and enhance our understanding of the subject.

The purpose of the track is to encourage interested stakeholders to explore how the current approaches in IB are witnessing a change in the environment, enhance our knowledge of some of the best ways to adapt to the dynamic environment, and offer new insights on the issue. The International Business and the Evolving Strategic Landscape track invites papers from academicians, researchers, practitioners, and policymakers to enable a meaningful discussion on the latest trends, theories, and practices shaping the field of international business.

□ Track Chair(s): Prof. Sweta Srivastava Malla, IIFT Delhi and Prof. Suma Athreye, IIT Delhi

## 11. Indian Management Wisdom and Advancement

The ancient Indian knowledge and thoughts have been a guiding light for many since ages. While the western management thinking is based on a continual thirst for profit, regardless of the quality of the means used to attain it; Indian philosophy and scriptures have always considered

knowledge (*Jñāna*), wisdom (*Prajñā*) and truth (*Satya*) as the highest human goals. Indian ancient wisdom finds a contemporary significance in the modern global business scenario and the track 'Indian Management Wisdom and Advancement' focuses on revisiting present-day management principles and theories through the lens of Acceptance, Adaptation, and Advancement.

□ Track Chair(s): Prof. Prateek Maheshwari, IIFT Kakinada and Prof. Vijay Pereira, NEOMA Business School

## 12. Contemporary Issues and Time Tested

### Management Concepts

As the business landscape is evolving at a faster pace, it becomes imminent to revitalize and integrate the innovative strategies with foundational management theories. The traditional strategies for fostering innovation, evolving leadership style, AI adoption, and data analytics in decision-making needs revisiting, rethinking and revised management expression. In addition, the burning issues of a circular economy, sustainable management shifts, new directions in corporate governance and geopolitical uproars necessitates time-tested management concepts reimaged and reformed. The "Contemporary Issues and Time-Tested Management Concepts" track aims to bridge the gap between modern-day challenges and enduring management principles. It encourages academicians, researchers and practitioners to delve into how time-tested management concepts can address

current issues and how new challenges can reshape our understanding of established practices.

This track promises to offer a rich platform for discussing how we can revitalize enduring management concepts to tackle today's dynamic business challenges, providing valuable insights for both academia and industry.

□ Track Chair(s): Prof. Preeti Kak, IIFT Delhi and Prof. Sayantan Khanra, SBM-NMIMS Mumbai

### 13. Management Doctoral Colloquium

The Management Doctoral Colloquium track at INDAM 2025 is intended to facilitate participation from doctoral scholars, currently registered under various Management Disciplines in a University, to present their ongoing research. In line with the central theme of the conference, all submissions under this track must have a focus on various aspects of Time Tested Management Concepts. The extended abstract / paper proposals, initially submitted for consideration, should be no more than 3,000 words. However, once accepted for presentation, if the contributors wish to be considered for the best paper award, the final version of the paper needs to be submitted before the conference. The Doctoral Colloquium will enable the participants to interact with and receive comments from senior academics, who are Editorial Board members of renowned journals.

□ Track Chair(s): Prof. Debashis Chakraborty, IIFT Kolkata and Prof. Surender Munjal, Aston Business School

## Submission Guidelines

The 10<sup>th</sup> conference of the Indian Academy of Management (INDAM 2025) calls for full-length research papers aligned with the conference tracks; abstracts and extended abstracts are not accepted. There are no restrictions on the chosen research methodology.

- ❖ Each paper can be submitted to only ONE track.
- ❖ Submitted papers must not have been published or accepted for publication or if a paper is under review, it must NOT appear in print or online before INDAM 2025 conference.

#### Formatting Style:

Please follow these strict formatting guidelines to ensure your paper is reviewed. Submissions that don't comply will be rejected without review.

- ❖ 40 pages maximum, including everything (title, figures, tables, appendices, references, and abstract). The word limit should be between 5000 and 7000 words. The word count excludes references, tables and figures. The submission should also include an abstract of maximum 150 words, which may be included in the conference proceedings.
- ❖ Use Times New Roman 12-point font, double-spacing, justified alignment throughout the main text and 1-inch (2.5 cm) margin all around, 8.5" × 11" page setting. References may be single spaced.
- ❖ The entire paper submission (title page in Title Case, abstract, main text, figures, graphs, tables, references, etc.) must be in one document. Submit your document in either Portable Document Format (.pdf) or Microsoft Word (.doc or .docx). Use A4 paper in portrait orientation.
- ❖ Number the pages of the document for easy reference.

❖ Other guidelines:

- Follow the AOM Editorial Style for appendices, tables, figures, citations, and references. You can access the guide here: <https://aom.org/research/publishing-with-aom/author-resources/editorial-style-guides>
- Each author is allowed a maximum of three submissions, irrespective of their position in the author list.
- Any modifications to authorship, order, or affiliations are not permitted after submission.
- Ensure your uploaded file is free of viruses.

01

The papers are to be submitted through this link –

<https://easychair.org/conferences/?conf=indam1>

02

The best paper in each track will be recognized and awarded a certificate. In tracks with a large number of submissions, there might be multiple awardees.

03

The names of authors should not be identified in header/footer or in the main body of the paper and even acknowledgements to ensure fair evaluation.

# Important Dates

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Submissions Open

1<sup>st</sup> August 2024

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Submission Deadline

~~15<sup>th</sup> September 2024~~  
15<sup>th</sup> October, 2024

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Notification of Review Decisions

15<sup>th</sup> November 2024

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Pre-Conference Workshop

15<sup>th</sup> January 2025

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**INDAM 2025 Conference**

16<sup>th</sup> – 18<sup>th</sup> January 2025

# Registration Fees

Nationality	Category	Registration Fee (Early Bird)	Registration Fee (Late Registration)
Delegates from India and other SAARC countries	Academician/ Researcher	INR 8000/-	INR 9000/-
	Full-time Research Scholar	INR 4000/-	INR 5000/-
	Industry Practitioner	INR 10000/-	INR 11000/-
Delegates from other countries	Academician/ Researcher	USD 300/-	USD 312/-
	Full-time Research Scholar	USD 100/-	USD 112/-
	Industry Practitioner	USD 400/-	USD 412/-
INDAM Members	Academician/ Researcher	INR 6400/USD 240	INR 7200/USD 250
	Full-time Research Scholar	INR 3200/USD 80	INR 4000/USD 90
	Industry Practitioner	INR 8000/USD 320	INR 8800/USD 330

- ❖ The registration link will be active during registration window. Limited on-site registration might be available after the deadline.
- ❖ The registration fee covers the conference kit, admission to all sessions (technical, plenary, workshops), and networking opportunities. Pre-conference workshops require an additional fee of INR 1000 and come with a certificate upon successful completion.
- ❖ Only full-time doctoral students qualify as research scholars.
- ❖ INDAM members with paid membership for Conference period will get 20% off on Conference registration.

# Contact Details

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**Website:** <https://www.iift.ac.in/indam2025>

**Venue:** IIFT Kolkata campus,  
1583 Madurdaha,  
Chowbagha Road,  
Ward No 108, Borough XII,  
Kolkata 700107

## Quick Links:

**INDAM:** <https://www.indam.in/>

**IIFT:** <https://www.iift.ac.in/iift/index.php/>

**EasyChair link:**  
<https://easychair.org/conferences/?conf=indam1>

## About Kolkata:

[https://www.wbtourism.gov.in/topDestination/details1?template\\_id=1&id=63e0f9bde1e96d5daf0e5c4c](https://www.wbtourism.gov.in/topDestination/details1?template_id=1&id=63e0f9bde1e96d5daf0e5c4c)