

Bharathidasan Institute of Management



Global Forum for Contemporary Management Research

9-10 Feb 2018, CSIR, IIT Madras Campus, Chennai

Call for Papers

Center for Contemporary Management Research (CECMAR), the research wing of Bharathidasan Institute of Management (BIM) is back with eighth edition of its International Conference on Management Research, *Athenaeum* 2018. Over the years, *Athenaeum* has carved a niche for itself in the management research space as being an effective forum to discuss ideas in contemporary management, sowing seeds of innovation and development. *Athenaeum*, derived from the Greek word, "*Athenion*", refers to the temple for the Greek goddess of wisdom, Athena. Greek history tells us that it is here where scholars congregated to deliberate and nurture philosophy. True to its name, *Athenaeum* has been a confluence of academicians, researchers, consultants, students, practitioners and industry leaders discussing and sharing ideas that could transform the future of management. They benefit from the opportunity to collaborate and learn from, and with, each other.

Earlier editions of *Athenaeum* have seen large scale participation from academic and non-academic worlds. Delegates from countries such as USA, France, Mexico, Belgium, Malaysia, Indonesia, Sri Lanka, Mauritius, Saudi Arabia, Sultanate of Oman, Iran, Bangladesh, Israel, Taiwan, Pakistan and Ghana, have participated in and presented their scholarly works. *Athenaeum 2018* will be bigger and better than its previous installments as we plan to extend the platform for allied fields.



Conference Theme

In a world of constant change, shifting paradigms can quickly change the business environment. While transformation to data-driven, smart and digital business has turned out to be a new world order, understanding the broader environment in which the business operates has become the foundation for holistic strategy development. With interdependent business ecosystems, management of assets – human, intellectual, operational, capital and financial – that cross traditional enterprise boundaries has emerged as one of the major problems for management and leadership. Sudden dialogue on the trendy acronym, VUCA (volatile, uncertain, complex and ambiguous) world – which the present scenario rightly reflects, is questioning the preparedness while creating a sense of urge to rethink how management practice should be altered. Influences of institutional and customers' behaviours became more intense and therefore, effective analysis of individual and managerial psychology has emerged as critical for organizational management and performance. Adding to these, shifting patterns in globalisation are raising new concerns about future of global trade and economy.

In such accelerating business environment, strategy-making involves having an awareness of the big picture and finding ways to play a role in it. Insights into the changing business environment can capture true value and benefit their strategic positions in the future, if organizations convert them into action. Exhaustive research, therefore, has to be carried out to explore how theory and research can be integrated into business academics and management practice suitable for this shifting global environment. Theme for *Athenaeum 2018* is, therefore '*Shifts in Global Business Environment.*' It will dive into exemplary research insights that point at a new direction. Participants will gain new perspectives from concrete facts that they might include in their strategies and their own practices as they prepare for the future.

The conference theme is *Shifts in Global Business Environment*, and we especially – but not solely – invite papers (Full Paper or WIP Extended Abstract) within the following topics. Papers are invited from academicians, research scholars, business consultants and practitioners from India and abroad. The conference will broadly focus on following major key topics for research across various areas of Management and allied fields:

Conference Tracks/Sub-themes
1. Navigating the Shifting Tides of Globalization
2. Strategies and Leadership in VUCA World
3. Managing in the Digital, Smart & Analytics Age
4. Transforming Dynamics
5. Interdependent Business Ecosystems
6. Innovation and Entrepreneurship Trends
7. Sustainability, Governance and Leadership
8. Technology Driven Business
9. Influence of Human Psychology
Fields of Research: Finance, HR, Organisation Behaviour, Marketing, Operations, Supply Chain, Strategy, IT & Systems, International Business and Economics

Rejected full papers can be resubmitted as **Work-in-Progress (WIP) paper**.

Best Paper Awards

Among full-papers accepted for the conference, two best papers (one from each category viz., General and Scholar) will be awarded cash prize and certificate of merit. Decision of the committee is final in this regard.

Publication Opportunity

The conference offers opportunity to publish standard research works in *The Journal of Contemporary Management Research (JCMR)*, Proceedings of the Conference and Edited book with ISBNs on a specific central theme.

Important Deadlines/Dates		
1.	Conference Dates	9, 10 Feb 2018
2.	Submission of Abstract for consideration as Full Paper / WIP Extended Abstracts	31 st May 2017
3.	Notification of acceptance (Rejected papers can be resubmitted as WIP Paper / Extended Abstracts)	15 th Jan – 15 th Jun 2017
4.	Commencement of Registration	1 st Jun 2017
5.	Submission of full papers/ WIP Paper or Extended Abstracts	1 st May – 5 th Sep 2017
6.	Notification of acceptance of Full Papers, WIP / Extended Abstracts	20 th May – 5 th Nov 2017
7.	Last Date for Early Bird Registration	3 rd Oct 2017
8.	Last Date for Submission of Revised Papers	5 th Dec 2017
9.	Last Date for Regular Registration Fee	15 th Dec 2017
10.	Last Date for Submitting Presentations in PPT	28 th Jan 2018

Who should attend?

With a mix of high-profile practitioners and thought leaders in their respective fields, 'Athenaeum 2018' will provide impulses to the emerging global dialogue on mastering the key challenge of managing transformation. The conference offers a platform for academicians, researchers, consultants, practitioners, industry leaders and students to propose theoretical and scientific solutions in the form of research paper. It will dive into exemplary research insights that point at a new direction. Participants will gain new perspectives from concrete facts that they might include in their strategies and their own practices as they prepare for the future. Both academicians and non-academicians from India and abroad can submit their research papers (Full Paper (or) Work-in-Progress (or) Extended Abstract) to present in the conference. Researchers from both academics and non-academics, who are either exploring research theme or working on a research paper can leverage this opportunity to gain insights from a panel of experts. Besides publishing research works of the participants in the Journal of Contemporary Management Research (JCMR), ISBN based Compendium (Book) and Conference Proceedings (with ISBN), which will be sent for indexing to all leading academic databases like ProQuest, EBSCO, SCOPUS, Web of Science, etc., two best papers viz., General and Scholar categories (among full papers only) will be awarded cash prize and certificate of merit. Apart from above mentioned categories, DELEGATES from India and Abroad can also attend the conference paying the prescribed fee.

Further information about the conference including templates and detailed guidelines for submission of abstracts, papers and reviews is available at the ATHENAEUM Conference website: <http://athenaeum.bim.edu/>

To contact organizing team use email: athenaeum2018@bim.edu

Conference Chairman

Dr. S. Karuthiah Pandian
Director, BIM, Trichy

Conference Co-Chairman

Dr. S. Jaya Krishna
Assistant Professor, BIM- Trichy

ADVISORY PANEL	PROGRAM COMMITTEE	SCIENTIFIC COMMITTEE
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