



भारतीय प्रबंध संस्थान काशीपुर  
Indian Institute of Management Kashipur

**1ST MANAGEMENT  
EDUCATION AND  
RESEARCH COLLOQUIUM  
MERC**

**June 06-07, 2019**



**Colloquium Venue:**

Indian Institute of Management  
Kashipur (IIM Kashipur)

Kundeshwari, Kashipur-244713

Uttarakhand, India.



<http://iimkashipur.ac.in/event/1st-management-education-and-research-colloquium-merc>

## About the Colloquium

The aim of this annual, refereed colloquium is to provide a professional, stimulating, and international environment in which around **50 top PhD students in Management** can discuss their research results and ideas, establish informal networks, and initiate future collaborative research. The colloquium also connects early career with experienced researchers, including IIM Kashipur's more than 30 faculty members. The colloquium features three workshops, gala dinner, and a guided tour. Both empirical and theoretical papers will be considered.

The range of topics covers **all research areas in Management** including:

- Marketing Management
- General Management
- Economics and Business Environment
- Accounting and Finance
- OB and HRM
- Operations Management and Decision Sciences
- Strategic Management

## Workshop Resources



**M R Dixit**

IIM Ahmedabad

**Workshop on**  
*Case Teaching, Writing,  
and Research*



**Abhradeep Maiti**

IIM Kashipur

**Workshop on**  
*Research Paper Writing  
through LyX / LaTeX*



**Vivek Kumar**

IIM Kashipur

**Workshop on**  
*Panel Data Regression  
through R*

## IMPORTANT DATES

Extended Abstract Submission Closes: 31<sup>st</sup> March, 2019

Communication for Acceptance: 20<sup>th</sup> April, 2019

Last Date of Registration: 10<sup>th</sup> May, 2019

Colloquium: 06-07 June, 2019

## REGISTRATION FEE

There is a registration fee of ₹2000.

The registration fee covers colloquium kit, all meals during the colloquium, accommodation on single-occupancy basis (maximum three nights), one gala dinner, and a guided tour for the paper presenters.

Presenters have to cover their travel expenses.

## GUIDELINES FOR SUBMISSION

1. An extended abstract should be sent to the following email address: [merc@iimkashipur.ac.in](mailto:merc@iimkashipur.ac.in)
2. Please name your submission document (only in pdf format) as Track\_Submission\_Name e.g. Marketing Management\_Submission\_Name.
3. One extended abstract should be submitted only to one track.
4. Extended abstract formatting:
  - No more than 2000 words (including references, figures, and tables)
  - Follow APA style referencing
  - Number all pages
  - There must be no author identifying information in the extend abstract.
  - All author details including affiliations and contact details must be clearly mentioned in the body of the email.
  - The 'Subject Line' of the email must clearly mention the track to which the extended abstract is submitted.

## AWARDS

**Three best paper awards based on the criteria laid out by the panel of experts.**

## ABOUT THE INSTITUTE

The Indian Institute of Management Kashipur is set up in the state of Uttarakhand, with the objective of providing quality management education while sensitizing students towards the needs of the society. IIM Kashipur commenced operations from July 2011 and offers Post Graduate Programme in Management (PGPM), a two-year full time residential programme. The rigorous curriculum seeks to instill a passion for knowledge and ability to apply that knowledge to real life scenarios. The programme lays emphasis on all-round personality development and inculcates the values of leadership and integrity. The institute also offers an executive Post Graduate Programme, full-time residential Doctoral Programme and an executive Doctoral Programme. The institute is located in one of the unmatched locations. With the mighty Himalayan foothills in the background presenting a scenic view of snow-clad peaks in winters, Jim Corbett National Park and Nainital a drive away, it offers a plethora of unexplored getaways making it anyone's dream institute. Located at about 220 km to the east of Delhi, Kashipur is connected to major cities by road and rail. The institute is well-linked by road which connects all the major cities like Moradabad, Bareilly, Lucknow and Delhi by wide rail network. The nearest airport at Pantnagar offers daily flights from Delhi and is located 72 km from Kashipur. From Delhi, NH-24 leads to Moradabad after which a 50 km stretch directs to Kashipur. IIM Kashipur is located in Kundeshwari, about 7 km from the railway station. Major Hotels around IIM Kashipur are Anand Castle, Gautami Heights, The Manor, Ananya, etc.