



MANAGEMENT EDUCATION AND RESEARCH COLLOQUIUM (MERC) 2024 31st MAY - 2nd JUNE 2024



ABOUT MERC

Indian Institute of Management Kashipur takes pride in announcing the 4th edition of the Doctoral Colloquium, MERC at IIM Kashipur. The flagship event of IIM Kashipur, MERC opens an avenue for doctoral students to present and discuss their research work and gain valuable insights from peers and leading academicians in the realms of management. Along with providing a platform to stimulate discussions and networking, MERC intends to provide an invigorating and rejuvenating experience. The program has a blend of theoretical knowledge and practical application ensuring participants gain a comprehensive understanding of various facets of management research. The conference aims to equip emerging researchers with the necessary tools to excel in their roles and make a positive impact in organizations and communities. The 3-days immersive event provides the participants with cutting-edge insights, skills, and the tools necessary to navigate their research journey.

Highlights

- Keynote Address
- Workshops
- Panel Discussions
- Paper Presentations
- Excursion
- Best Paper Awards



ABOUT IIM KASHIPUR

The Indian Institute of Management Kashipur is a second-generation IIM set up by the Government of India in 2011. It aspires to achieve excellence in management education by using innovative teaching methods, promoting high-quality research, and practicing sustainable leadership.

Celebrating twelve years of serving the education and management sector, IIM Kashipur is committed to its four core values: collegiality, transparency, green consciousness, and proactive engagement with all stakeholders. The institute believes that as an institution of national importance, it has a larger role to play in the field of management education and social transformation. Our strategic goals include the improvement of the academic ecosystem; synergy between educational theory, practice, and research; promotion of innovation, entrepreneurship, and public service; empowerment of local stakeholders; upliftment of economically challenged sections of the society; and gender diversity.

The institute is bestowed with the stunning beauty of nature, lending a wholesome experience to academic rigor. The 200-acre campus situated just 25 km away from Jim Corbett National Park, spreads loudness and cheers in the serene town of Kashipur, nestled in the lap of Himalayas. The institute is also situated in one of the densest industrialized districts with more than 180 ventures that have set up their plants in and around the region.

For further details on IIM Kashipur, please visit <https://www.iimkashipur.ac.in>





CALL FOR PAPERS

Papers to be considered include but are not limited to the following list of themes; the conference's commitment is to pioneering advancements, sustainable growth, and the transformative power of technology and strategic thinking in the modern business environment. This theme is meticulously chosen to spotlight the myriad ways in which innovation drives not just technological progress, but also sustainable development, financial ingenuity, operational excellence, policy reform, and organizational evolution. It aims to foster a comprehensive understanding and exploration of cutting-edge practices across diverse sectors, encouraging participants to delve into the depths of innovation in its many forms.

OUR THEMES

Communications

- Interpersonal Interactions and self-systems
- Online and Offline self
- Human-machine interaction, interactivity, and impression management
- Self-leadership and organizational communication
- Communication in Social Transition

Economics

- Applied Microeconomics
- Open-Economy Macroeconomics
- Sustainability & Economic Development
- Health & Education Economics
- Econometrics & current methodological challenges
- Role of State in Economic Growth & Development

Finance and Accounting

- Asset Pricing Dynamics and Derivative Strategies.
- Navigating Financial Risk and Resilience in different markets.
- Finance Transformation: Integrating Sustainability, Ethical Considerations, and Digital Innovations for Sustainable Growth.
- Charting Financial Frontiers: Fixed Incomes, Debt, Commodities and Alternative Investments
- Orchestrating Financial Ecosystems: Advancements in Accounting Practices, Auditing Standards, and Risk Mitigation Strategies.
- Enhancing Financial Decision Making: Leveraging Behavioral Finance Insights for Informed and Effective Choices.

IT and Systems

- AI-Driven Decision Making and Automation
- Next-Generation Digital Platforms and Ecosystems
- Sustainable IT and Green Computing
- Human-Centered Design for Digital Interactions
- The IoT and Cloud/Edge Computing for Business Transformation

Marketing

- Influencer Marketing and Social Commerce (Marketing in the Digitized World)
- Behavioral Sciences in Marketing
- Technology and Marketing (AI/ML/Humanoids/Metaverse etc.)
- Service and Entrepreneurial Marketing
- Social marketing and innovativeness

Operations & Decision Sciences

- Supply Chain analytics, management & resilience (food, agri, finance, healthcare etc.)
- Big Data Analytics and machine learning in digital supply chain management usage.
- Deep learning with an understanding of the black box (Multivariate analysis).

Public Policy and Governance

- Sustainability transition in policies and digital governance.
- New paradigms in Institutional reforms and globalization
- Employment, skill development, education, and state's role
- Local governance, social equity, and NGOs.
- Methodological challenges in public policy research.

Organizational Behavior and Human Resource Management

- Technology-HR Integration: AI, Analytics & Others
- Diversity, Equality & Inclusion in HR
- Alternative Work Arrangements & the Future of Work
- Technology, Ethics, and Innovation in HR
- Organizational Change Management
- Changing Employment Relations

Strategy and Entrepreneurship

- Digital Transformation and Disruption
- Sustainable Entrepreneurship and Green Growth
- Navigating Regulatory Landscapes
- Niche Markets and Specialization
- Entrepreneurial Ecosystems and Collaboration

Sustainability in MSME

- Sustainable Practices Within Micro, Small and Medium Enterprises
- Responsible Resource Management
- Climate Change and Industrial Response
- Regulatory Practices and its Future
- MSME and Digital Transformation.

SUBMISSION GUIDELINES

- Students/authors wishing to present at the Doctoral Colloquium are requested to submit the following on or before 8th April, 2024.
- Full manuscript or extended abstracts clearly stating the aim and intended contribution of research, description of theoretical framework and concepts adopted, research design along with theoretical and practical implications.
- Full manuscripts and extended abstracts should not exceed 5000 words and 3000 words respectively, excluding references.
- Including typeface: Times New Roman, 12 pt, single space and justified.
- All submissions will be peer-reviewed by at least two reviewers. Participants shall have the option to present their papers in both offline and online mode.
- Title page should include authors' names, affiliation, and email addresses.
- The Extended Abstract should be easily readable, suitably sectionalized, and free of grammatical errors. It should also present correct scientific facts and be free from plagiarism as per UGC norms of 2017. [Link to UGC guidelines](#)

REGISTRATION

PRESENTATION MODE	REGISTRATION	LATE REGISTRATION
OFFLINE PRESENTER	INR 3000	INR 3500
ONLINE PRESENTER	INR 3000	INR 3500
CONFERENCE ATTENDEE	INR 3000	INR 3500
ACCOMPANYING FAMILY/FRIENDS	INR 3000	INR 3500

Submission link:

<https://forms.gle/9E16W6QCYH6QNiy97>

The registration fee provides participation on all days of the colloquium, conference kit, refreshments, lunch, dinner during colloquium days, networking opportunities during welcome ceremony and shahi dawat, certificate of participation, and travel to Nainital. IIM Kashipur will arrange boarding and lodging, and food for all conference participants from May 31st to June 2nd (three days).

NOTE:

- In case of two/multiple authorship, each presenting author is required to register separately.
- MERC goodies will only be awarded to offline presenters and conference attendees only.
- Conference attendees will be awarded certificate of attendance.
- No refunds/cancellations shall be initiated post registration in any case.

IMPORTANT DATES

Paper Submission Opens	10th March, 2024
Paper Submission Closes	8th April, 2024
Intimation of Acceptance	25th April, 2024
Registration deadline	25th April, 2024
Registration Closes	7th May, 2024

Details	Offline Presenter	Online Presenter	Conference Attendee	Accompanying Family/Friends
MERC Goodies	✓	✗	✓	✗
Certificate	✓	✓	✓	✗
Food and Accomodation	✓	✗	✓	✓
Access to Tracks and Workshops	✓	✓	✓	✗
Excursion	✓	✗	✓	✓

BEST PAPER AWARDS

Three best papers will be awarded cash prizes of INR 25000, 15000 and 10000 respectively based on the criteria laid out by the panel of experts.

VENUE AND ACCOMODATION

MERC will be organized at the beautiful campus of IIM Kashipur. Attendees will be comfortably accommodated at IIM Kashipur campus. Accommodation shall be available on single occupancy basis. Food, accommodation, and excursion trip expenses are covered in the registration fee.





SHAHI DAWAT will be hosted in the campus.

ONE DAY EXCURSION TRIP to NAINITAL will be arranged.

LOCAL ATTRACTIONS

IIM Kashipur is nestled in the beautiful region of Kumaon, Uttarakhand, just 25kms away from Jim Corbett National Park. Tourist attractions such as Nainital, Bhimtal, Mukteshwar, Almora, Ranikhet have mesmerizing and breathtaking views of Shivalik range.

Kashipur, nestled in Uttarakhand's Udhm Singh Nagar district, embodies a rich blend of natural allure and historical depth. Once called Govishana during King Harsha's era, it thrived on trades such as textiles and metals. Although its twelve lakes have dwindled to three, the beauty and sanctity of places like Govindsham Fort, Tumaria Dam, and ancient temples like Shri Bheemshankar and Chaiti Devi, continue to attract visitors. The Drona Sagar Lake, linked to Guru Dronacharya, is a highlight, symbolizing the area's mythological connections.

Uttarakhand stands out for its picturesque landscapes, mythological narratives, and rich cultural heritage. It's a realm where ancient traditions, spiritual sites, and environmental activism converge.

Beyond Kashipur, Uttarakhand offers a variety of destinations like Nainital, Mussoorie, Rishikesh, Jim Corbett National Park, Kausani, New Tehri, Bhimtal, and Dehradun. These places offer a blend of spirituality, adventure, wildlife, and breathtaking natural beauty, catering to every traveler's desire.





Prof. Kulbhushan Balooni
Director, IIM Kashipur
Chief Patron

ORGANIZING COMMITTEE



Prof. Somnath Chakrabarti
Colloquium Convenor



Prof. Sabyasachi Patra
Colloquium Convenor



Prof. Preeti Narwal



Prof. Kunal



Prof. Jagadish Prasad Sahu



Prof. Gautam Pal



Prof. Shubham Sharma



Prof. Smarak Sarmarjeet



Prof. Abu Rehan Abbasi

STUDENT TEAM



Divyam



Thoyyib



Nishtha



Ashish



Chandan



Imran



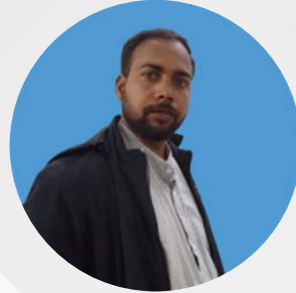
Vaishalini



Sweta



Divyansh



Vivek



Zubair

OFFICE TEAM



Mr. Ashish Srivastava



Mr. Vivek Bhatnagar



Mr. Naushad Ali

HOW TO REACH

To reach IIM Kashipur from Kashipur Railway Junction, a mere 12 kilometers away, the most efficient choice is to hire a taxi or auto-rickshaw readily available at the station. From Moradabad Junction, situated around 80 kilometers from the institute, taxis outside the station or ride-hailing apps like Ola and Uber can swiftly transport you. For those starting their journey from Delhi, approximately 250 kilometers away, taking a train to Kashipur Junction is an option. Trains from Delhi to Kashipur might not be as frequent, but they offer a direct route. From Kashipur Junction, taxis are accessible for the short 12-kilometer trip to IIM Kashipur, making railway transportation a convenient choice for travelers

Reach us by : <https://maps.app.goo.gl/QKCnEQLzqpTUxXww9>

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For submission & Payment visit : www.iimkashipur.ac.in/merc2024
<https://www.linkedin.com/in/merc-iim-kashipur-8553b5267>