



# MANAGEMENT EDUCATION AND RESEARCH COLLOQUIUM 2025 23rd – 25th MAY 2025



# ABOUT MERC



Indian Institute of Management Kashipur takes pride in announcing the 5th edition of Research 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
- Campus tour
- Paper Presentations
- Excursion
- Best Paper Awards

# ABOUT IIM KASHIPUR

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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 fourteen years of serving the education and management sector, IIM Kashipur is committed to its four core values: collegiality, transparency, green consciousness, pro-active 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 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 rigour. The 200-acre campus situated just 25 kms away from Jim Corbett National Park, spreads loudness and cheers in the serene town of Kashipur, nested 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.

# THEME : ACHIEVING SUSTAINABILITY GOALS IN THE AI ERA

## CONFERENCE TRACKS

### → 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 Behavioural 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)
- Behavioural Sciences in Marketing
- Technology and Marketing (AI/ML/Humanoids/Metaverse etc.)
- Service and Entrepreneurial Marketing
- Social marketing and innovativeness

**THEME :**  
**ACHIEVING SUSTAINABILITY GOALS IN THE AI ERA**

# **CONFERENCE TRACKS**

## **→ 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).

## **→ Organizational Behaviour 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

## **→ 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.

## **→ Strategy and Entrepreneurship**

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

# SUBMISSION GUIDELINES

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## **1. Submission Deadline:**

Authors intending to present at the Management Education Research Colloquium (MERC) are required to submit their full manuscript or extended abstract on or before February 22nd 2025.

## **2. Scope of Submission:**

Submissions must explicitly articulate:

- The research aims and its intended contribution.
- A detailed explanation of the theoretical framework and concepts employed.
- The research design, along with the theoretical and practical implications.

## **3. Word Limit:**

- Full manuscripts must not exceed 5,000 words, excluding references.
- Extended abstracts should be limited to 2,000 words, excluding references.

## **4. Formatting Requirements:**

- Font: Times New Roman, 12-point size.
- Spacing: Single-spaced, with justified alignment.
- Referencing Style: Follow APA.

## **5. Review Process:**

All submissions will undergo a double-blind peer review. Authors of accepted submissions will have the opportunity to present their work in either offline or online modes.

## **6. Title Page:**

Submissions must include a title page specifying:

- The authors' names.
- Affiliation(s).
- Email address(es).

## **7. Plagiarism Policy:**

The submitted work must adhere to the latest UGC plagiarism guidelines and should be free from any form of academic misconduct.

# DETAILED GUIDELINES FOR EXTENDED ABSTRACT

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Authors opting to submit an extended abstract must ensure the document adheres to the following structure and guidelines:

**1. Title:** The title should be concise and reflect the key topic of the research.

**2. Author Information:** Include the authors' full names, institutional affiliations, and contact details on a separate title page. The main document should not include any identifying information to facilitate a double-blind review.

**3. Word limit:** The extended abstract should be within the word limit of 2,000. This is excluding the reference list.

**4. Abstract (150–200 words):** A brief summary providing an overview of the study, including the research problem, objectives, methodology, and key findings.

**5. Keywords:** Provide 4–6 keywords relevant to the research.

## **6. Content Structure (Main Body)**

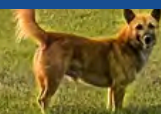
**Introduction:** Clearly define the research problem, objectives, and its significance. **Theoretical Framework:** Discuss relevant theories, concepts, and prior research.

**Methodology:** Provide details of the research design, data collection, and analysis methods.

**Findings and Implications:** Highlight preliminary findings and discuss their theoretical and practical relevance.

**Conclusion:** Summarize the study and propose future research directions.

**References:** Use APA referencing style. References should not be included in the word count.





# MERC 2025 REGISTRATION FEE

Category	Participants from India	Participants from Abroad
Doctoral/ Student Presenter	₹ 4000	US \$ 100
Post Doctoral Researchers	₹ 6500	US \$ 300
Faculty	₹ 10,000	US \$ 400
Industry Professional	₹ 10,000	US \$ 400

Amount will be same for Offline and Online Presenters











Submission link:- <https://forms.gle/Tjh3HThgFqFWJVfA8>

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 excursion. IIM Kashipur will arrange boarding and lodging, and food for all conference participants from May 23 – May 25, 2025 (three days).



# IMPORTANT DATES

<b>Paper Submission Opens:</b>	8th January 2025
<b>Paper Submission Closes:</b>	22nd February 2025
<b>Intimation of Acceptance:</b>	First week of April
<b>Registration and Payment Gateway Opens:</b>	First week of April
<b>Registration Deadline:</b>	25th of April 2025

<b>Details</b>	<b>Offline Presenter (Domestic and Foreign)</b>	<b>Online Presenter</b>
MERC Goodies		
Certificate		
Food and Accommodation		
Access to Tracks and Workshops		
Excursion		

# BEST PAPER AWARDS

Three best papers will be awarded cash prizes of **INR 30,000, 20,000 and 15,000** respectively based on the criteria laid out by the panel of experts.

## VENUE AND ACCOMMODATION

The MERC (MANAGEMENT EDUCATION AND RESEARCH COLLOQUIUM) will be held at the beautiful IIM Kashipur campus. Accommodation for presenters will be provided on a single-occupancy basis, subject to availability and allocated on a first-come, first-served basis. The registration fee will cover all expenses related to food and an excursion trip.

**SHAHI DAWAT** will be hosted in the campus.

**ONE DAY COMPLIMENTARY EXCURSION** will be arranged.

## NOTE

- In case of multiple authors, each participating author is required to register separately.
- MERC goddies will only be offered to offline participants.
- No refunds/cancellations shall be entertained post registration in any case.
- All the technicalities and the final decision for acceptance, confirmation of seat will be of Steering Committee and IIM-Kashipur authority.
- Only those presenters who receive a confirmation email from MERC 2025 will be eligible to proceed with registration and payment.
- Registrations received after the registration deadline will not be entertained.
- Registrations done without proper qualifications will not be entertained. Such individuals will not be allowed to participate.





## LOCAL ATTRACTIONS

IIM Kashipur is nestled in the beautiful region of Kumaon, Uttarakhand, just 25 kms 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 Udham 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 traveller's desire.

# ORGANIZING COMMITTEE

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**Prof. Somnath Chakrabarti**  
(Colloquium Convenor)



**Prof. Sabyasachi Patra**  
(Colloquium Convenor)



**Prof. Ashish Kumar**



**Prof. Preeti Narwal**



**Prof. Vivek Roy**

# OFFICE TEAM

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**Mr. Ashish Shrivastava**



**Mr. Mohd. Shahnawaz**



**Mr. Vivek Bhatnagar**

# STUDENT TEAM



**Abhinav Rajput**



**Adarsh Mishra**



**Alvin Chris Antony**



**Anjali Sharma**



**Dishant**



**Kausik AYS**



**Mathew Praful Mohan**



**Satyendra Pratap Singh**



**Tanu Agarwal**



**Waseem Ahmad**



**Yamini Dhatwalia**



**Priya Tyagi**

# HOW TO REACH

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To reach IIM Kashipur from Kashipur Railway Junction, a mere 9 kilometres away, the most efficient choice is to hire a taxi or auto-rickshaw readily available at the station. From Moradabad Junction, situated around 60 kilometres 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 kilometres 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 9-kilometer trip to IIM Kashipur, making railway transportation a convenient choice for travellers.

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

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# Contact Us

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## For submission & Payment visit:

[www.iimkashipur.ac.in/merc2025](http://www.iimkashipur.ac.in/merc2025)

<https://www.linkedin.com/in/merc-iim-kashipur-8553b5267>

Scan the QR Code to Register

