

## Keynote Speakers



**Prof. Amy Hillman**  
(President, Academy of Management)



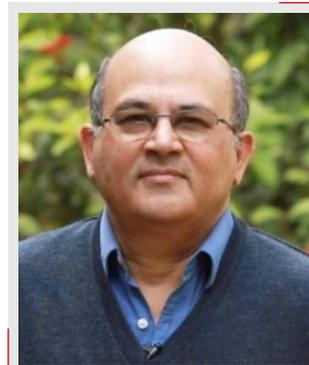
**Prof. Arup Varma**  
(Loyola University, Chicago)



**Prof. Farok J. Contractor**  
(Rutgers Business School)



**Prof. Madan Pillutla**  
(Dean, ISB Hyderabad)



**Prof. Rishikesh T Krishnan**  
(Director, IIM Bangalore)



**Prof. Sushanta Mishra**  
(President, INDAM)

“It gives me immense pleasure to invite you to the 8th Indian Academy of Management (INDAM) conference hosted by the School of Business (SBM), Narsee Monjee Institute of Management Studies (NMIMS) Mumbai, from January 6 – 8, 2023. INDAM is amongst the most prominent management conferences in India. It offers an exciting opportunity for academicians, professionals, and policymakers to discuss, share, learn various management aspects, and grow professional networks.

The pandemic has challenged humanity, be it economic, social, or environmental issues. The technology provided a silver lining in these trying times. This three-day conference will provide a platform to present, educate, and discuss on and around the theme “the Digital Economy Post COVID-19 Era.” The conference will also host an array of pre-conference workshops to support management scholars in improving and sharpening their research skills. We look forward to seeing you at the 8th INDAM Conference hosted by NMIMS Mumbai in January 2023.”



**Prof. Prashant Mishra**  
(Dean, SBM - NMIMS Mumbai)

“As we emerge out of one of the most trying times the world has seen in decades, there is a palpable sense of optimism and hope. A look at the recent past tells us that vulnerability is the birthplace of innovation and creativity. The COVID-19 shutdowns have undeniably led to instant pivoting of information technology groups, wherein technology-driven initiatives to enable remote work and distance learning was launched almost overnight. New customer experiences and new online sales channels followed close behind. These swift changes in technology have also prompted organizations to realign employees and customers to embrace new forms of business engagement and interaction. It would not be an exaggeration to say that digital adoption has taken a quantum leap at both the organizational and industry level. According to a McKinsey Global Survey of executives, companies have accelerated the digitization of customer and supply-chain interactions, as well as internal operations by three to four years. The share of digital or digitally enabled products in their portfolios has accelerated by a whopping seven years. This rapid transformation toward a digital economy has presented both challenges and opportunities. To remain relevant and competitive in the new business and economic environment, organizations need to adapt and transform their processes, structure, and strategies. All of these present exciting opportunities to examine the impact, directions, and emerging paradigms for both business professionals and management academics.

This three-day conference is aimed at providing a platform to present, educate, and discuss the digital transformation in the post-pandemic world. The forum will be a platform for researchers and academicians to integrate the diverse yet interconnected themes of digital transformations, emerging digital economy, and organizational resilience and adaptability. To encourage greater collaboration between policymakers and researchers and to catalyse the development of policy relevant research, the conference will facilitate a collaborative platform to identify research priorities in the domain and suggest emergent solutions. The discussions and interactions will also help the participants in understanding the nature and scope of challenges and opportunities in a digital economy with a broader perspective to create a roadmap for the future. The conference will also host an array of pre-conference workshops to support management scholars in improving and sharpening their skills to develop themselves as better researchers.

It gives me great pleasure to invite you to the 8th Biennial Conference of the Indian Academy of Management (INDAM 2023), to be hosted by the School of Business (SBM), Shri Vile Parle Kelavani Mandal's (SVKM's) Narsee Monjee Institute of Management Studies (NMIMS) Deemed-to-be University, Mumbai, from January 6-8, 2023. The INDAM conference is recognized as one of the most prominent management conferences in India. The conference provides a stimulating platform for professionals, academicians, policymakers, and thought leaders to share their research ideas in various disciplines of management and develop and nurture professional networks. This conference has a legacy of attracting thousands of delegates from across the globe. We look forward to seeing you at 'INDAM 2023 @ SBM - NMIMS Mumbai'.”



The world witnessed the third industrial revolution in the 1970s and 1980s when industries transitioned from analog and mechanical devices to digital technologies. In the 1990s, the term 'digital economy' advocated the potential of internet connectivity for economic activities. In the 2010s, organizations across countries embraced digital transformations as the fourth industrial revolution aimed at bridging the physical and cyber worlds. Consequently, the digital economy gained more prominence by challenging conventional notions about how organizations are structured, businesses interact with their consumers, and goods, services, and information flow. In the wake of the COVID-19 pandemic, digital transformations across industries have accelerated, wherein individuals have adopted technology-based solutions to facilitate their lives in unprecedented ways. Post-pandemic, digitalization continues to transform the lives of millions in multiple ways. While policymakers are promoting digitization, organizations are re-imagining the value propositions of their industry using technology in both B2B and B2C segments. In this context, INDAM 2023 invites discussions on the future directions of the digital economy in the post-pandemic era.

## Meet the Editors



**Prof. Ajai Gaur**  
(Editor-in-Chief, Journal of World Business and Consulting Editor, Journal of International Business Studies)



**Prof. Allan Bird**  
(Incoming Reviewing Editor for the Journal of International Business Studies)



**Prof. Anupama Phene**  
(Associate Editor, Global Strategy Journal; Consulting Editor, Journal of International Business Studies; Editorial Board Member, Organization Science; and Editorial Board Member, Strategic Management Journal)



**Prof. Elizabeth Rose**  
(Editor, Academy of Management Collections; Co-Editor, Review of International Business and Strategy; Associate Editor, AIB Insights; Editorial Team Member, Journal of International Business Studies)



**Prof. Vijay Pereira**  
(Associate Editor, Journal of Business Research; Global Real Impact Editor, Journal of Knowledge Management; Editorial and Advisory Board Member, Production and Operations Management; Editorial and Advisory Board Member, Journal of Management Studies)



**Prof. Vikas Kumar**  
(Editor-in-Chief, Journal of International Management)



**Moderator:**  
**Prof. Sumit Kundu**  
(Consulting Editor, Journal of International Business Studies; Associate Editor, Journal of Business Research; and Associate Editor, Journal of International Management)

## Doctoral Colloquium and Paper Development Workshop



**Allan Bird**  
(Goa Institute of Management)



**Ashish Malik**  
(Newcastle Business School)



**Kiran Awate**  
(Pamplin College of Business, Virginia Tech)



**Rajat Khanna**  
(A. B. Freeman School of Business, Tulane University)



**Rejie George Pallathitta**  
(IIM Bangalore)

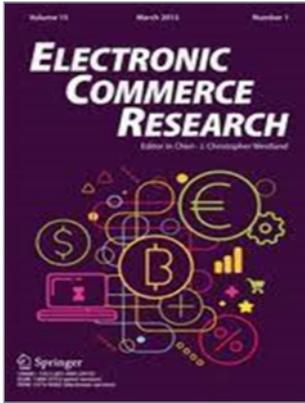


**Vijay Pereira**  
(NEOMA Business School)

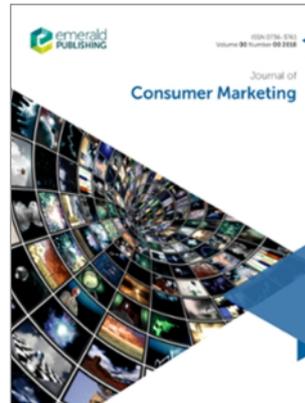


**Vikas Kumar**  
(University of Sydney Business School)

## Associated Journals



**Electronic Commerce Research**



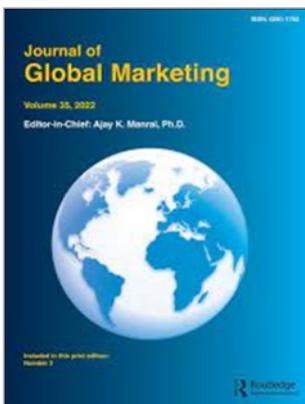
**Journal of Consumer Marketing**



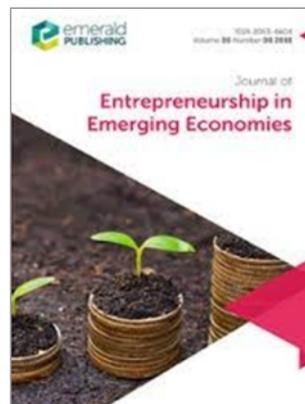
**Journal of Service Theory and Practice**



**e-Service Journal**



**Journal of Global Marketing**



**Journal of Entrepreneurship in Emerging Economies**



**Journal of Indian Business Research**



**Scopus indexed proceedings,  
book chapters, special issues & more**

# Conference Tracks

An indicative list of focus areas for 14 tracks is listed below. Focus areas within a track are indicative and non-exhaustive. Hence, a submission pertaining to a suitable track is welcome beyond focus areas mentioned above.

## Tracks

## Focus Areas

### Track 1:

Digital Economy Post COVID-19 Era  
(conference theme)

- Ethical issues in digital economy
- Human computer interaction
- Network-based business models

### Track 2:

Case Studies on Conference Theme

- Challenges in digital transformation
- Deployment of cutting-edge technology
- Digital transformation in organizations

### Track 3:

Consumer Behavior and Marketing

- Digital divide among consumers
- Metaverse
- Value co-creation

### Track 4:

Contemporary Topics

- Contemporary issues and indigenous thoughts in management
- Digitization and employee experiences
- Changing nature of work and workplaces

### Track 5:

Economics, Finance and Accounting

- FinTech ecosystem
- Jobless economic growth
- Volatile financial markets

### Track 6:

Entrepreneurship and Small Business Management

- Digital entrepreneurship
- Micro, Small, and Medium Enterprises
- Start-up ecosystem

### Track 7:

Environmental, Social, and Governance Compliance

- Business and human rights
- Corporate governance, CSR, and ethics
- Digitization in non-profit sector

### Track 8:

Future of Work

- Emerging technologies in HRM
- New forms of career
- New forms of work

### Track 9:

Human Resource Management

- Digitization and labor relations
- Strategic and international HRM
- Talent acquisition, development, and retention

## Tracks

**Track 10:**  
Inclusive Workplaces

## Focus Areas

- Employees' digital skill-divide
- Managing diversity of workforce
- Multi-generational, multicultural workplace

**Track 11:**  
Information Systems and Decision Sciences

- AI, ML, and business analytics
- Data driven decision making
- Industry 4.0 to Industry 5.0

**Track 12:**  
International Business and Strategy

- Cross-border firm activities
- Industry landscape
- International business management

**Track 13:**  
Leadership

- Employee outcomes
- Leadership and teamwork
- Spirituality, mindfulness, and wellbeing

**Track 14:**  
Operations and Supply Chain Management

- Resilience and agility
- Smart mobility
- Sustainable production and supply chain

## Trackchairs

- **Track 1** : Prof. Ashish Malik (University of Newcastle) & Dr. Sayantan Khanra (SBM-NMIMS Mumbai)
- **Track 2** : Prof. Shubhabrata Basu (IIM Indore) & Dr. Ashu Sharma (SBM-NMIMS Mumbai)
- **Track 3** : Prof. Sourindra Banerjee (University of Leeds) & Dr. Hitesh Kalro (SBM-NMIMS Mumbai)
- **Track 4** : Prof. Kiran Awate (Virginia Tech) & Dr. Manisha Sharma (SBM-NMIMS Mumbai)
- **Track 5** : Prof. Sobhesh Agarwalla (IIM Ahmedabad) & Dr. Rajasulochana (SBM-NMIMS Mumbai)
- **Track 6** : Prof. Paresha Sinha (University of Waikato) & Dr. Kalpana Tokas (SBM-NMIMS Mumbai)
- **Track 7** : Prof. Nagaraj Sivasubramaniam (Duquesne University) & Prof. Meena Galliarra (SBM-NMIMS Mumbai)
- **Track 8** : Prof. Rupashree Baral (IIT Madras) & Dr. Amita Shivhare (SBM-NMIMS Mumbai)
- **Track 9** : Prof. Santanu Sarkar (XLRI Jamshedpur) & Dr. Geeta D'souza (SBM-NMIMS Mumbai)
- **Track 10** : Prof. Kunal Kamal Kumar (IIM Udaipur) & Prof. Veena Vohra (SBM-NMIMS Mumbai)
- **Track 11** : Prof. Jang Bahadur Singh (IIM Trichy) & Dr. Abhinav Sharma (SBM-NMIMS Mumbai)
- **Track 12** : Prof. Surender Munjal (University of Leeds) & Dr. Alaknanda Menon (SBM-NMIMS Mumbai)
- **Track 13** : Prof. Roopak Gupta (IIM Kozhikode) & Dr. Manjari Srivastava (SBM-NMIMS Navi Mumbai)
- **Track 14** : Prof. Bhavin Shah (IIM Indore) & Dr. Akshay Khanzode (SBM-NMIMS Mumbai)

# Submission Guidelines

INDAM 2023 invites full papers pertaining to the conference tracks. Mention the track number before the title of the submission, as shown in the template. Abstracts or extended abstracts will be desk rejected. There is no restriction on the methodology followed in a submission. Papers not following required formatting style will be rejected without any review.

## Formatting style

- > **Settings** : Files should be MS Word documents in A4 page size, portrait orientation, and 2.54cm margin at all sides. Neither page numbers nor running heads are necessary and should not be included in submitted document.
- > **Front** : Times New Roman, 12-font size throughout the main-text, that must be double spaced and justified. References, tables and figures may use Times New Roman, 11-font size.
- > **Section headings** : Use only three levels of headings and use boldface for all three
  - **First-level headings** : all capital letters, centered;
  - **Second-level headings** : title-style letters, flush left; and
  - **Third-level headings** : sentence-style letters, indented, italicized; and run into paragraph
- > **Word limit** : The length of the submission should be between 4000 and 6000 words (excluding references, tables and figures). The submission should include an abstract of maximum 150 words, which may be included in the conference proceedings.
- > **Other guidelines** : Use footnotes placed on their respective pages, if required. Use of endnotes must be avoided. For Appendices, Tables and Figures, Citations, References follow AOM Editorial Style, available from here: <https://aom.org/research/publishing-with-aom/author-resources/editorial-style-guides>

## Submit your paper

- > A maximum of three papers are permitted per author, irrespective of the order of authorship.
- > The names of authors should not be identified in header/footer or in the body of the paper.
- > No request for change of authors, order of authors, and their affiliations will be entertained post submission.
- > **The papers are to be submitted electronically through this link: <http://tiny.cc/INDAM2023>**
- > Following the suggestions from the trackchairs, select submissions will be recommended to an Associated Journal.
- > Following the suggestions from the trackchairs, select submissions will be invited for the Paper Development Workshop.

## Important dates

- > Paper submission window : 01 August 2022 – 15 October 2022
- > Notification of review decision : 01 – 18 November 2022
- > Registration window : 19 November 2022 – 18 December 2022
- > Registration link will be active during registration window.

## For the Doctoral Colloquium

Doctoral Colloquium is open for the scholars pursuing doctoral level programs in management and allied domains, preferably at an advanced stage. Interested participants must submit a synopsis of their dissertation covering intended contribution (why is this research important), research questions, theoretical lens, conceptual model, research methodology, data sources, and selective references. The length of the synopsis should be between 1500 and 2000 words, and structured following the recommended formatting style. Mention “Track: Doctoral Colloquium” before the title of the submission, following the template.

# Tentative Schedule

Day	Time Slot	Details
<b>Day 0:</b> <b>05 Jan 2023</b>	9.30 AM - 10.00 AM	Desk registration & High Tea
	10.00 AM - 12.30 PM	Doctoral Colloquium
	12.30 PM - 1.30 PM	Lunch Break
	1.30 PM - 3.00 PM	Paper development workshop
	3.00 PM - 3.30 PM	High Tea
	3.30 PM - 5.00 PM	Paper development workshop
	5.00 PM - 5.30 PM	High Tea
	5.30 PM - 7.00 PM	Art of teaching
<b>Day 1:</b> <b>06 Jan 2023</b>	9.00 AM - 9.30 AM	Desk registration & High Tea
	09.30 AM - 12.00 PM	Inauguration ceremony
	12.00 PM - 1.00 PM	Lunch Break
	1.00 PM - 3.00 PM	Meet-the-Editors session
	3.00 PM - 3.30 PM	High Tea
	3.30 PM - 5.00 PM	Sessions in parallel track
	5.00 PM - 5.30 PM	High Tea
	5.30 PM - 7.00 PM	Sessions in parallel track
<b>Day 2:</b> <b>07 Jan 2023</b>	9.00 AM - 10.30 AM	Sessions in parallel tracks
	10.30 AM - 11.00 AM	High Tea
	11.00 AM - 12.30 PM	Sessions in parallel tracks
	12.30 PM - 1.30 PM	Lunch Break
	1.30 PM - 4.00 PM	Keynote speeches & Meet-the-Directors session
	4.00 PM - 4.30 PM	High Tea
	4.30 PM - 6.00 PM	Sessions in parallel tracks
	7.00 PM - 10.00 PM	Gala dinner
<b>Day 3:</b> <b>08 Jan 2023</b>	10.00 AM - 11.30 AM	Sessions in parallel tracks
	11.30 AM - 12.00 PM	High tea
	12.00 PM - 1.30 PM	Closing ceremony
	1.30 PM - 2.30 PM	Lunch break
	3.00 PM - 8.00 PM	City tour (for interested participants only)

## Registration Fees

Nationality	Category	Registration Fee (Early Bird)	Registration Fee (Late Registration)
Delegates from India and other SAARC countries	Academician/Researcher	INR 6000	INR 7000
Delegates from India and other SAARC countries	Full-time Research Scholar	INR 3000	INR 4000
Delegates from other countries	Academician/Researcher	USD 300	USD 350
Delegates from other countries	Full-time Research Scholar	USD 100	USD 150

## Contact Details

### Conveners



**Prof. Sumit Kundu**

Florida International University,  
Miami



**Prof. Sushanta Mishra**

IIM Bangalore



**Dr. Sayantan Khanra**

SBM - NMIMS Mumbai



**Dr. Ashu Sharma**

SBM - NMIMS Mumbai

---

**Email:** [indam2023@sbm.nmims.edu](mailto:indam2023@sbm.nmims.edu)

---

**Web:** <https://www.indam2023.nmims.edu>

---

### Conference Venue:

School of Business Management,  
Narsee Monjee Institute of Management Studies (Deemed-to-be-University),  
V. L. Pherozeshah Mehta Road,  
Vile Parle (West), Mumbai – 400056, India.

---

### Quick Links:

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

About NMIMS : <https://sbm.nmims.edu/about>

About Mumbai : <https://www.maharashtratourism.gov.in/-/mumbai-city>