



भारतीय प्रबंध संस्थान तिरुचिरापल्ली  
Indian Institute of Management Tiruchirappalli (IIMT)

And



Indian Council of Social Science Research (ICSSR)

Jointly conducting

## **Conclave on Redefining Management Research in India**

February 17, 2020 (Monday)

at

Indian Council of Social Science Research (ICSSR)

Aruna Asaf Ali Road, New Delhi



## **Background**

The management education in India is a great beneficiary of economic development that resulted in a growth spurt in the popularity of business schools. This is viewed as the beginning of glorious time for management education in the country. India has grown remarkably and has become one of the attractive destinations for doing business.

However, the need of the hour is that management research in India should capture and be synced with the economic and social development that has happened in the last few decades. India has various high-class institutions, such as IIMs and IITs, brimming with the large, potential pool of talent, which can be leveraged to produce required quality research for the country. Along with following western research model which usually based upon concepts and theories developed in the western context, we need to dwell more on Indian management practices. This demands an India specific research system that deals with indigenous managerial issues.

This is possible only if conscious, deliberate and serious efforts are put together by all leading institutions to focus on creating an environment for high-quality research and promote researchers to work on indigenous issues and develop cutting-edge solutions to the industry through pragmatic, actionable research. To achieve this, a lot of rigor and push are required to make management research in India more impactful and relevant. A profound discussion is required over Indianization of management research which is important for Indian management and businesses. With this background, this one-day conclave on “Redefining Management Research in India” is being proposed, where some of the best minds from across the country will assemble to embark on the issue.

## **Purpose**

The purpose of this conclave is to discuss and deliberate on how management research can be more relevant to the country’s social and economic development.

A deliberation will also be done on methodologies in management research and review of the curricula, along with the new facets of research by a panel of invited experts from academia and industry. Following is the threefold agenda for this conclave:

- 1- Discuss the current research trends in social science and management
- 2- Deliberate upon key research areas in line with the need of Indian business and the government and developing actionable research agenda
- 3- Identifying new emerging areas of research in all the specialization areas of management

## **Sub-themes of the Conclave**

Emerging research issues in marketing, finance, organization behavior, strategy, international business, entrepreneurship, operations, and data science.

## **Nomination**

All the interested researchers/academicians and industry practitioners are welcome to send their research papers on the themes and sub-themes of the conclave. The authors of selected papers will be informed.

Selected participants will be provided 2<sup>nd</sup> AC train fare and local conveyance for the shortest route or Local conveyance (for NCR Participants only). All outstation candidates will also be provided accommodation in ICSSR Guest House for one night if needed.

## **Venue & Contact Details**

Indian Council of Social Science  
Research (ICSSR), Aruna Asaf Ali  
Road, New Delhi  
E-Mail: [conclave@iimtrichy.ac.in](mailto:conclave@iimtrichy.ac.in)

## **Program schedule**

The program will begin with the inaugural session on Monday, February 17, 2020, by 9:30 hrs. Participants are required to get themselves registered at the venue such that they can be present for inauguration at 9:30 hrs. A detailed schedule will be shared with participants later.

## **Important Timelines**

Last date for submitting final papers: **15<sup>th</sup> December 2019**

Date of notification for selection: **15<sup>th</sup> January 2020**

## **Accommodation**

Accommodation for outstation participants shall be arranged for one night at ICSSR Guest House at Aruna Asaf Ali Marg, Delhi. Participants may check in a day prior to the program and check out on the day of the program (Check-in on February 16, 2020, and Check-out on February 17, 2020).

**Note:** If any participant wishes to arrive before the check-in date or stay after the check-out date, prior information would be required and additional charges will have to be settled by the participant directly at the Guest House. This is subject to availability and cannot be guaranteed.

## **Food**

Breakfast and Dinner will be served at the Guest Dining Hall as per a fixed menu. Working lunch, Tea/Coffee and refreshments will be served during the program. Any additional

charges for laundry, additional food or accommodation will have to be settled by the participant before check out at the guest house directly.

### **Registration**

Participants are requested to report at ICSSR Building for registration on February 17, 2020. The program will start after the registration formalities.

### **Conclave Chairs**

Dr. B. Metri, Director, IIM Trichy  
Dr. V. K. Malhotra, Member Secretary ICSSR, Delhi

### **Conclave Conveners**

Dr. Deepak K. Srivastava, Professor, IIM Trichy  
Dr. Prashant Gupta, Associate Professor, IIM Trichy  
Shri. M. P. Madhukar, Deputy Director, ICSSR, Delhi

E-mail: [conclave@iimtrichy.ac.in](mailto:conclave@iimtrichy.ac.in)

### **About IIM Trichy**

Indian Institute of Management Tiruchirappalli (IIMT) is the eleventh IIM and was instituted on 4th January 2011. Tiruchirappalli is a city known for its prominence in education, spirituality, art, and culture. Indian Institute of Management Tiruchirappalli (IIMT) is functioning from its sprawling state-of-the-art campus spread over 175 acres of land on Trichy-Pudukottai highway, about 11 km from Tiruchirappalli International Airport and about 18 km from Tiruchirappalli Railway Station.

Indian Institute of Management Tiruchirappalli (IIMT) offers a two-year full-time Post-Graduate Programme in Management (PGP), a two-year Post Graduate Programme in Business Management (PGPBM) for working executives at Chennai campus, a Doctoral Programme in Management (FPM) for doctoral students and large number of EDPs/MDPs as well as FDPs at Trichy and Chennai campuses. Indian Institute of Management Tiruchirappalli (IIMT) is ranked 14<sup>th</sup> in the National Institutional Ranking Framework (NIRF) management school ranking of 2019.

### **About ICSSR**

Indian Council of Social Science Research (ICSSR) was established in the year 1969 by the Government of India to promote research in social sciences in the country. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications, etc. to promote research in social sciences in India. ICSSR also advises the Government of India on all matters pertaining to social science research as may be referred to it from time to time.