



**BHARATIYA VIDYA BHAVAN INSTITUTE OF MANAGEMENT SCIENCE, KOLKATA
ON
24TH AUGUST, 2019 SATURDAY**

No: AIMS/ERC/2019

Dated: 15.07.2019

Dear sir/madam,

Greetings from AIMS West Bengal Chapter!!!

It gives us immense pleasure that Association of Indian Management Schools (AIMS), West Bengal Chapter in association with Bharatiya Vidya Bhavan Institute of Management Science, Kolkata is conducting a National Conference on a very burning issue "**New Paradigms in Management**" on 24th August, 2019. The conference brochure which gives details for participation and the sub themes and is attached for your ready reference.

The aim of this conference is to give a platform for deliberation and discussions on this futuristic demand of the changing times and will highlight the research and development focused to meet the needs of the educators and learners of tomorrow. In-response to the perplexing global scenario, the stakeholders of Management Education – whether owners, decision makers, teachers, students, government, industry and the society should prepare the future managers and leaders to face their careers which are likely to be rather highly complex. The traditional class room teaching using text books, pens and the blackboards should give way to new innovations in pedagogy involving greater use of projects and case study based learning, VLEs, games, internet, etc. institutions should focus on development and teaching of new curricula in line with the future expected technological advances and consumer demands, and initiate adopting artificial intelligence, robotics, data analytics for making the students future ready managers capable of facing likely changes in their field of operations.

AIMS Kolkata Chapter welcomes you and your colleagues to present your research papers within the broad framework mentioned above. This conference will dwell primarily on issues pertaining, to the current scenario. We would be grateful if you could nominate faculty members and research scholars from your reputed College/Institute to participate in the conference.

Papers after a review process will be published with ISSN No.

We look forward for your active participation.

With kind regards,

Yours sincerely,

(Dr. R.C. Bhattacharya)
Chairman, AIMS, Kolkata Chapter

(Dr. R.K. Patra)
Organising Secretary