

## PARTICIPATION FEES \*

CORPORATE DELEGATE: Rs. 2000/-

FACULTY FROM NON AIMS MEMBER INSTITUTIONS: Rs. 1250/-

FACULTY FROM AIMS MEMBER INSTITUTION: Rs. 1000/-

STUDENTS: Rs. 500/-

DEANS/ DIRECTORS/ PRINCIPALS: Rs. 1500/- (Non AIMS)

Participation fees include Conference Kit, Tea Coupon & Lunch Coupon

## PAYMENT MODE

DD in favour of

**"BHARATIYA VIDYA BHAVAN INSTITUTE OF MANAGEMENT SCIENCE"**

Candidates opting for payment through NEFT/ RTGS:

**BHARATIYA VIDYA BHAVAN INSTITUTE OF MANAGEMENT SCIENCE**

Bank of Baroda, Salt Lake, Sector – III Branch, Savings Account No.:

29460100006973 IFSC Code: BARB0SALCAL (5<sup>th</sup> Character is Zero)

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## PLANNING CELL

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## ADMINISTRATIVE SUPPORT

1. Mr. Rana Ghosh Dastidar, BIMS
2. Mr. Debasish Sengupta, BIMS
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4. Mr. Rahul Kumar Ghosh, IMS

\* Registration per head in case of joint authors



**Bharatiya Vidya  
Bhavan**  
Institute of Management Science  
Approved by AICTE and Affiliated to Madhu Abul Kalam Anand University

**AIMS**  
ASSOCIATION OF  
INDIAN MANAGEMENT SCHOOLS

# AIMS

## EASTERN REGIONAL CONFERENCE

ON

## **NEW PARADIGMS IN MANAGEMENT**

### ORGANIZED BY

ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS (AIMS)

IN ASSOCIATION WITH

BHARATIYA VIDYA BHAVAN INSTITUTE OF MANAGEMENT  
SCIENCE (BIMS)

AT

### BIMS AUDITORIUM

Block FA, Sector III, Salt Lake City

Kolkata- 700 097, West Bengal

ON

## 24<sup>TH</sup> AUGUST 2019, SATURDAY

## ABOUT AIMS

AIMS is a networking organization of business schools in India. Founded in 1988 as a registered society, the Association of Indian Management Schools (AIMS), a non-profit making professional organization, has since grown into a powerful network of over 698 top management schools of national and international repute in the country. It is the second largest network of management schools in the world and the official representative of Indian Management Schools in India as well as in some important international forums. Referring to the representation in international forums, AIMS had a strong presence at international annual conferences of Global Forum, AACSB, EFMD, ACBSP, AMDISA right from 2005 onwards. One of the major activities of AIMS is its policy advocacy role to safeguard the interests of B-Schools in all respects. It has created four regions -- North, East, West and South (NEWS) -- to spread its mission all over the country.

## Vision

- To function as the true representative body of Management Education in India, for safeguarding the interests of the sector and contributing to quality improvement on a continuing basis
- To make determined efforts to develop and project its identity as the national network of Management Schools in India

## Mission

Its mission is to function as a professional association of management education concerned with:

- Quality of management education in India
- Faculty training and development
- Management research
- Curriculum development
- Help maintain and improve standards of teaching, research and examination.
- Help in the accreditation process of Management Education institutions
- And take all such steps on its own or in collaboration with other agencies for the promotion of Management Education in India

## ABOUT BIMS:

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, India was started in the year 2000 under the aegis of Bhavans as a promising B-School under Maulana Abul Kalam Azad University of Technology (MAKAUT). The MBA programme is affiliated to MAKAUT and is approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Govt. of India and Department of Higher education (Technical Education), Govt. of West Bengal. The Institute conducts 3 years full time BBA General, BBA in Supply Chain Management and BBA in Insurance and Risk Management.

## CONFERENCE THEME:

India is one of the largest markets for MBA due to its 3000 odd business schools and around 2,00,000 MBA students enrolled in them. The global conversation at any time on the nature, content or orientation of management education does resonate in India. However, to be counted among the best in the field requires India to be open to innovation and be proactive in its contributions to global learning. Though there has been phenomenal growth of management education in India, there still lies untapped potential in the form of excellence. With this objective in mind, the Conference will have senior academicians and management educators from PAN India providing valuable inputs and insights derived from their own regional experiences as well as highlighting best practices.

## SUBMISSION GUIDELINE:

Participants should submit abstract within 200 words and full paper within 3000 words. Font - Times New Roman with 1.5 line spacing and title in 16pt., headings should be bold with 14pt. and text in 12pt. Margin - 1 inch on all sides.

## CALL FOR PAPERS:

AIMS invites unpublished, empirical, high quality research papers from Practicing Managers, Academicians, Research Scholars and Entrepreneurs on the theme of the conference. The Screening Committee shall select abstracts for publication in the souvenir to be released during the conference. After screening by the reviewers, authors will be intimated about the selected papers for presentation at the conference. Best paper will be awarded. Selected full papers will be published in proceedings with ISSN.

Research Papers can be submitted through the mail id: [aimserc19@gmail.com](mailto:aimserc19@gmail.com)

Topics of interest for submission include, but are not limited to:

1. Management Education in India
2. Integration of Technology and Business Strategies
3. Industry – Institute partnership
4. Financial Institutes and Markets
5. Challenges of Marketing in digitalized era
6. Entrepreneurship
7. Human Resource Management
8. Logistics and Supply Chain Management
9. Application of Analytics in Management
10. Energy and Environment Management
11. Sustainability, Values, Ethics and Social Responsibility in Management Education
12. Society, Business and Environment
13. Cross Cultural Education
14. Curriculum co-designing/ Customization

**Last date for submission of abstract: 31<sup>st</sup> July 2019**

**Last date for submission of full paper: 10<sup>th</sup> August 2019**