

Tracks

1. Leadership Challenges and Actionable Leadership

The contemporary business landscape presents leaders with an array of complex challenges, from navigating economic uncertainties to managing diverse teams across global boundaries. The "Leadership Challenges and Actionable Leadership" track intends to identify and address these multifaceted challenges with practical, evidence-based strategies. Submissions that examine an array of topics, including but not limited to various aspects of leadership, such as crisis management, strategic decision-making, fostering innovation, and leading through change. Additionally, themes such as ethical leadership, the role of emotional intelligence in leadership, and strategies for developing future leaders. Contributions may include empirical research, case studies, theoretical analyses, and actionable frameworks.

□ Track Chair(s): Prof. Pooja Lakhanpal, IIFT Delhi and Prof. Sushanta Mishra, IIM Bangalore

2. Managing Human Resources Humanly

In an era where technological advancements and globalization are reshaping the global workplace, the essence of human-centric management practices has never been more critical. The "Managing Human Resources Humanly" track explores

innovative HR strategies that prioritize human dignity, well-being, and development in HR practices. This track seeks to address the dynamic challenges faced by organizations in fostering inclusive, ethical, and sustainable work environments. Submissions that examine an array of topics, including but not limited to, employee engagement and well-being, diversity and inclusion initiatives, ethical leadership, work-life balance, multi-generational workforce and the impact of digital transformation/technology on human resource management are welcome.

□ Track Chair(s): Prof. Naman Sharma, IIFT Kolkata and Prof. Radha Yadav, IIM Ranchi

3. Changing Consumer and Insightful Marketing

Understanding changing consumer behavior is crucial in today's constantly evolving business landscape. To succeed, brands must embrace both time-tested marketing concepts and remain attuned to current trends. As technological advancements, social media trends, and global influences constantly influencing consumers, it is essential for brands to be agile and adaptable. It is important to realize the value of having an online and offline presence, investing in digital marketing, and enhancing user experiences. To remain ahead of the curve, brands should focus on creating engaging content, collaborating with stakeholders, and actively listening to consume feedback. The evolving consumer trends, consumer behavior in the multicultural

(and vibrant) world, influencers/celebrities' endorsements, adaptive modelling, marketing in AI age, sustainable marketing, inclusive marketing, SDGs, responsible marketing, and indigenous knowledge can bridge the void between conventional and contemporary theories and market practices. In this track, we aim to call for conceptual, methodological, qualitative, quantitative well-grounded development to stimulate the acceptance, adaption, and advancement in the consumer and marketing realm.

□ Track Chair(s): Prof. Ashish Gupta, IIFT Delhi and Prof. Sourindra Banerjee, Leeds University Business School

4. Phygital Economy and Inexplicable Challenges

Economic growth and societal progress dictate the overall well-being and economic health of a nation. And the growth engine for time-tested and trusted infrastructure hinge upon smart and sustainable solutions. One such solution is integrating physical assets with digital technologies - often refereed as Phygital. The phygital infrastructure increasingly focuses on optimal allocation of scarce resources. Moreover, it revamps the economic activities of a nation by advocating smart agriculture, ingraining logistics innovation, implementing e-governance, augmenting phygital intelligence in tourism, advancing learning models, structuring labour needs and empowering women. The collusion of digital divide and technological convergence in developing and least-developed nations eventually deters the economic buoyancy.

So, we invite the theoretical and empirical research work on a Phygital Economy and Inexplicable Challenges” to explore the challenges faced by different stakeholders in implementing Phygital solutions to an array of problems by reminiscing the technological acceptance, adoption, and advancement landscapes.

□ Track Chair(s): Prof. Taufeeq Ajaz, IIFT Kolkata and Prof. Richa Saxena, IMT Ghaziabad

5. Entrepreneurship Challenges and Smooth Sailing

This track aims to explore the multifaceted world of entrepreneurship, focusing on the obstacles faced by new and growing ventures. And, formulating strategic framework to overcome these challenges for sustainable growth of entrepreneurial ecosystems. The track will delve into the dynamic landscape of modern entrepreneurship, highlighting both the hurdles and triumphs faced by innovators today. To educate the next wave of entrepreneurs about the facets of legal complications, talent retention, innovation integration, scaling-up strategies, sustainable approach, and building resilient marketplace needs entrepreneurial metaphors and concepts to overcome common pitfalls. In addition, join us to explore the intricate journey of entrepreneurs, strategic leverage to steer their ventures toward success, and discover pathways for smooth sailing in the stormy seas. We intend to converge valuable insights, academic rigour and practitioners' perspectives

from entrepreneurs, business leaders, policymakers, and academic scholars on entrepreneurial orientation and development.

□ Track Chair(s): Prof. Oly Mishra, IIFT Kakinada and Prof. Shubhabrata Basu, IIM Indore

6. International Business and Managing Global Team

Global shocks (such as pandemics, geopolitical tensions, trade wars, and shipping disruptions) tied and twisted the international market unprecedentedly in recent years. Amidst all this, the flows of goods and services worldwide found their way to the market by defying market dynamics and management concepts. The investment crossroads, business diversification, offshoring, and production relocation gained momentum in the East, whereas the West embraced Friendshoring, Nearshoring, and Reshoring during these turbulent times. The steadfast international expansion of MNEs from emerging economies in developed nations stirred international traders/theorists. And the shipping communities witnessed their highs and lows in the global supply (and value) chain. In addition, in the thick of normative behaviour, inclusivity, diversity, ambiguity, and interdependence; managing teams' cross-borders became a global challenge. So, we invite academicians, scholars, and practitioners to propose an intellectual discourse/scientific work on acceptance, adaptation, and advancement in management concepts to perpetuate resilience in international trade and global teams.

□ Track Chair(s): Prof. Raghuveer Negi, IIFT Kolkata and Prof. Niti Bhasin, University of Delhi

7. Fintech and Financial Inclusion

Rapid advancements in technology have significantly reshaped the financial sector globally by making its services more accessible, efficient, and user friendly. With the goal of bridging the financial divide, the track "Fintech and Financial Inclusion" sets out to explore the upcoming innovations and strategies that leverage fintech. The research deliberation on how digital payments, mobile banking, blockchain technologies can help increase access of financial services to the rural populations. The digital transformation, data innovation, blockchain technology, digital currencies and crowd funding is reverberating the echo of financial freedom. Further, the regulatory framework, cybersecurity, Insurtech and data breach are trouble in paradise in the era of FinTech fever.

We encourage researchers to investigate financial issues, their resolutions through FinTech, setbacks in financial revolution, and can it be a long-term solution for financial inclusion. It shall also focus on regulatory and security challenges faced due to FinTech and the importance of government policies for successful adoption.

□ Track Chair(s): Prof. Jayanta Kumar Seal, IIFT Kolkata and Prof. Sabyasachi Sinha, IIM Lucknow

8. Supply Chain Resilience and Innovative Adaptation

At present, the global supply chain is strained and stormed by unprecedented disruptions in geopolitics and trade routes. The Suez Canal block, foreshocks in the Black Sea, draught in Panama Canal, port congestions, shipment re-routing, and ever-increasing freight rates are attributing to timid and troubled signs for maritime security and safety. The domestic value chains continued to form a perpetual distress among the stakeholders owing to supply chain occurrences (such as freight derailment, demand drops, material scarcity, and insufficient safety stocks). And, supply chain industries face inevitable exposure to market volatility, unpredictability, shipping complexity, and time ambiguity. Despite that, supply chain leaders are striving for continuous cost optimization, shortened lead times, and service differentiations with reliability. To thrive in extant supply chain networks, contemporary theories and market practices need to be in line with ingenuity, resilience, and flexibility. In addition, the structural reforms in logistics innovations such as syncromodality, physical internet, 5G, IoT sensors, and GenAI in logistics processes foreground a future of mobilization, prioritization, and configuration to create sustainable and resilient supply chain networks in the global market.

We invite scholars, academics, and all interested parties to present their ideas and research on blending traditional and modern theories and practices in areas such as competitive advantage, risk management, network planning, warehouse management, innovation adoption, and sourcing strategies to improve resilience in supply chains.

□ Track Chair(s): Prof. Saurav Dash, IIFT Kakinada and Prof. Ajith Thomas, St. Joseph's College

9. Decision Dilemma and Decision Sciences

In an era marked by rapid technological advancements and an abundance of data, the complexities of decision-making have amplified, presenting unique dilemmas for managers and leaders. This track, Decision Dilemma and Decision Sciences, invites scholarly contributions that explore the intricate processes behind decision-making in the contemporary business environment. We seek research that delves into the cognitive, analytical, and strategic aspects of decisions, addressing challenges such as uncertainty, risk management, and integrating artificial intelligence. By examining these elements through the lenses of acceptance, adaptation, and advancement, this track aims to uncover innovative methodologies and frameworks that enhance decision-making efficacy. We encourage submissions that offer theoretical insights, empirical research, and practical applications, contributing to the evolution of decision sciences in guiding organizations toward more informed and effective choices.

□ Track Chair(s): Prof. C. Ganeshkumar, IIFT Delhi and Prof. Kingshuk Sarkar, Goa Institute of Management

10. International Business and Evolving Strategic

Landscape

Businesses continuously navigate the changes in the strategic landscape due to numerous factors. Threats of conflicts, technological advancements, the emergence of artificial

intelligence, global warming, digitalization and other pertinent issues of value chain, and globalization are some factors that entail the need for a pragmatic approach to sustainable growth in international business. To delve into these intricacies of emerging trends, we draw the attention of academically inclined minds toward this conference. Let us indulge in thought-provoking discussions and bring to the fore all those issues that deserve attention and enhance our understanding of the subject.

The purpose of the track is to encourage interested stakeholders to explore how the current approaches in IB are witnessing a change in the environment, enhance our knowledge of some of the best ways to adapt to the dynamic environment, and offer new insights on the issue. The International Business and the Evolving Strategic Landscape track invites papers from academicians, researchers, practitioners, and policymakers to enable a meaningful discussion on the latest trends, theories, and practices shaping the field of international business.

□ Track Chair(s): Prof. Sweta Srivastava Malla, IIFT Delhi and Prof. Suma Athreye, IIT Delhi

11. Indian Management Wisdom and Advancement

The ancient Indian knowledge and thoughts have been a guiding light for many since ages. While the western management thinking is based on a continual thirst for profit, regardless of the quality of the means used to attain it; Indian philosophy and scriptures have always considered

knowledge (*Jñāna*), wisdom (*Prajñā*) and truth (*Satya*) as the highest human goals. Indian ancient wisdom finds a contemporary significance in the modern global business scenario and the track 'Indian Management Wisdom and Advancement' focuses on revisiting present-day management principles and theories through the lens of Acceptance, Adaptation, and Advancement.

□ Track Chair(s): Prof. Prateek Maheshwari, IIFT GIFT City campus and Prof. Vijay Pereira, NEOMA Business School

12. Contemporary Issues and Time Tested

Management Concepts

As the business landscape is evolving at a faster pace, it becomes imminent to revitalize and integrate the innovative strategies with foundational management theories. The traditional strategies for fostering innovation, evolving leadership style, AI adoption, and data analytics in decision-making needs revisiting, rethinking and revised management expression. In addition, the burning issues of a circular economy, sustainable management shifts, new directions in corporate governance and geopolitical uproars necessitates time-tested management concepts reimaged and reformed. The "Contemporary Issues and Time-Tested Management Concepts" track aims to bridge the gap between modern-day challenges and enduring management principles. It encourages academicians, researchers and practitioners to delve into how time-tested management concepts can address

current issues and how new challenges can reshape our understanding of established practices.

This track promises to offer a rich platform for discussing how we can revitalize enduring management concepts to tackle today's dynamic business challenges, providing valuable insights for both academia and industry.

❑ Track Chair(s): Prof. Preeti Tak, IIFT Delhi and
Prof. Sayantan Khanra, SBM-NMIMS Mumbai

13. Management Doctoral Colloquium

The Management Doctoral Colloquium track at INDAM 2025 is intended to facilitate participation from doctoral scholars, currently registered under various Management Disciplines in a University, to present their ongoing research. In line with the central theme of the conference, all submissions under this track must have a focus on various aspects of Time Tested Management Concepts. The extended abstract / paper proposals, initially submitted for consideration, should be no more than 3,000 words. However, once accepted for presentation, if the contributors wish to be considered for the best paper award, the final version of the paper needs to be submitted before the conference. The Doctoral Colloquium will enable the participants to interact with and receive comments from senior academics, who are Editorial Board members of renowned journals.

❑ Track Chair(s): Prof. Debashis Chakraborty, IIFT Kolkata and
Prof. Surender Munjal, Aston Business School