



**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'."

# Conference theme: Digital Economy Post COVID-19 Era



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.

## Conference Tracks

An indicative list of focus areas for 14 tracks is listed below.

### 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 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

## Tracks

## Focus Areas

**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

**Track 10:**  
Inclusive Workplaces

- 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

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.

# Submission Guidelines

INDAM 2023 invites full papers pertaining to the conference tracts. 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 - (i) First-level headings: all capital letters, cantered; (ii) Second-level headings: title-style letters, flush left; and (iii) 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 on this page: <https://www.indam2023.nmims.edu>
- > Submission link will be active during paper submission window.
- > Registration link will be active during registration window.

## Important dates

- > Paper submission window : 01 August 2022 - 30 September 2022
- > Notification of review decision : 01 - 18 November 2022
- > Registration window : 19 November 2022 - 18 December 2022



## Tentative schedule

### Day

### Time Slot

### Details

**Day 0:**  
**05 Jan 2023**  
(Pre-conference  
workshop)

10.00 AM - 10.30 AM

Desk Registration & High Tea

10.30 AM - 12.30 PM

Guest Lectures

12.30 PM - 1.30 PM

Lunch Break

1.30 PM - 3.30 PM

Doctoral Colloquium

3.30 PM - 4.00 PM

High Tea

4.00 PM - 6.00 PM

Paper Development Workshop

**Day 1:**  
**06 Jan 2023**

2.00 PM - 2.45 PM

Desk Registration & High Tea

3.00 PM - 4.00 PM

Inauguration Ceremony

4.00 PM - 4.30 PM

High Tea - Auditorium

4.30 PM - 6.00 PM

Guest Lectures

**Day 2:**  
**07 Jan 2023**

9.30 AM - 11.00 AM

Sessions in parallel tracks

11.00 AM - 11.30 AM

High Tea

11.30 AM - 1.00 PM

Sessions in parallel tracks

1.00 PM - 2.00 PM

Lunch Break

2.00 PM - 3.30 PM

Sessions in parallel tracks

3.30 PM - 4.00 PM

High Tea

4.00 PM - 5.30 PM

Sessions in parallel tracks

7.00 PM - 10.00 PM

Gala Dinner

**Day 3:**  
**08 Jan 2023**

9.30 AM - 11.00 AM

Sessions in parallel tracks

11.00 AM - 11.30 AM

High Tea

11.30 AM - 1.00 PM

Closing Ceremony

1.00 PM - 2.00 PM

Lunch Break - Auditorium

2.00 PM - 10.00 PM

City tour (optional for participants)



## 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



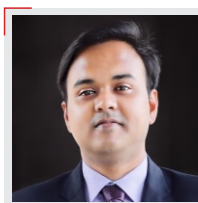
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### Conference Venue:

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.

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### Quick Links:

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

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

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