



ICBM-SBE



Alliant International University
California School
of Management & Leadership
In academic collaboration with California
School of Management and Leadership (CSML),
Alliant International University

AIMS
ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

Two-day International Conference on
**Repositioning of Management Education
in the Contemporary World**
3rd & 4th March 2024

Organized by
ICBM-School of Business Excellence
Hyderabad, India

in academic collaboration with
California School of Management & Leadership (CSML)

Alliant International University, San Diego, California, USA

in Association with
Association of Indian Management Schools, India



Higher education institutions particularly management institutions are operating in a very intensive competitive environment. On the other side, B schools are highly fragmented in nature. There is a great competition among the institutions in attracting students, faculty, research funding and carrying out research. Each category of B schools face variety of issues. Some are comfortable in attracting students but not in faculty, some are strong with research base but not with research funding, many second and third rung institutions are facing challenge in getting quality students.

Because of a variety of challenges like these, Management Education has failed to position itself as a cohesive unit. In this given, environment, there is a need to create a platform for academicians, administrators and business leaders to come together and discuss and debate on the contemporary issues related to management education in general and B schools in particular. The effort will make the stakeholders to reposition the management education in India and around the world.

About the ICBM-SBE

Institute of Computers & Business Management – School of Business Excellence has 36 plus years legacy of academic excellence and is one among the premium management Institutes in Hyderabad, India guided by an eminent Board of Governors and large team of highly qualified academicians and researchers with modern state of art infrastructure. ICBM-SBE provides holistic and value- based management education. ICBM-SBE was set up in the year 2006 with the specific objective to develop effective, ethical, management leaders and entrepreneurs ready to meet the global challenges. The institution got its approval from AICTE for the PGDM Program with Dual Specialization. It is recognized as a Management School with excellent academic record.

ICBM-SBE has special expertise in imparting quality education in management disciplines like Human Resources, Marketing, Finance, Information Technology, Pharma Management Nutrition, Hospital administration, Agri Business Management Insurance and Banking, Enterprise Resource Planning (EDP), Entrepreneurship Development Program and Entrepreneurship.

About Alliant International University

A university that has a history of commitment to building better futures. A university where purpose-driven students pursue advanced degrees under recognized leaders in their fields. Where graduates go on to use the practical, hands-on training they receive at Alliant to strengthen their communities and the world around them.

From the bluffs of Del Mar to the beaches of Coronado, San Diego calls itself America's finest city for good reason. The area's naval base, scenic coastlines, unbeatable weather, and unique dining experiences are just a few of the factors that drive a significant majority of the approximate 600 graduate students to begin their careers and call San Diego home upon graduating. As a noted biotechnological, medical, and military hub, San Diego gives Alliant students a variety of internship and career opportunities to choose from.

Nestled between the beaches and mountains, the San Diego campus rests on the tree-lined hillside of Scripps Ranch. Conveniently situated just off Interstate-15 one can take a short drive to explore either the beach, downtown, or the mountains.

The expansive San Diego campus hosts several classroom buildings and the Walter library. It also boasts campus-wide Wi-Fi, two computer labs, video conference facilities, conference rooms, and scenic study areas. Such amenities of the grad school in San Diego ensure that the student has all the tools needed to succeed academically.

Theme of the conference

The main objective of the conference is to develop strategies to reposition the Indian B schools in the contemporary world. To realize this broad objective, Research papers are invited on the following areas. However, papers may not necessarily restrict to the following areas but to the extended areas of management education are also welcome.

- Prerequisites to build the best B school
- Strategies to catch up the competitors
- Strategies to develop academic leaders to lead the management institutions

- How to build world class research among the B schools
- How to attract, retain best faculty and utilize the faculty in building the B schools.
- Innovative practices in developing curriculum development
- Contemporary teaching learning process
- How to improve academic climate within the B schools
- Management Education & Leadership Development
- Management Education & Sustainability
- Marketing & Trends in Marketing Management
- Trends in Financial Management & Services
- Trends in HRM, General Management & Other allied Management functional areas.
- Management Education: General Vs Specialisations
- Multidisciplinary education and Management Education.

Research papers are invited from the deans, directors, researchers and other management fraternity on the theme of the conference. Selected research papers will be later published in the annual issue of the peer-reviewed journal: International Journal of Business Research and Management Practices in Global Environments, ISSN number: 2473-4047. **Journal site is <https://ijbrm.com/>. 2024 onwards, journal is in print and online.**

Registration

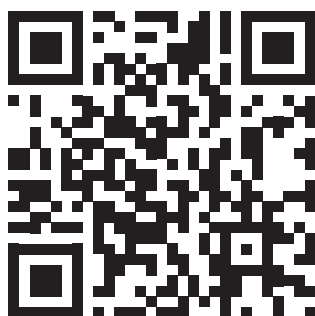
Those who wish to participate and present research papers are informed to complete the registration through Google form initially. Registration fee for the conference is Rs. 1,500/- for Research Scholars, Rs. 2,000/- for Faculty and Rs. 2,500/- for corporate participants. Registration fee includes lunch, tea/ snacks, conference kit.

The link for payment will be available only for the selected Abstracts. **Site for journal publication and fee will be shared with accepted and presented papers.**

Important Dates

Initial Registration	:	31 Jan 2024
Last date to submit Abstract	:	15 Feb 2024
Last date to submit full paper	:	20 Feb 2024
Date of Communcation of acceptance of paper to Delegates	:	10 Feb 2024

For Registration



Speakers and resource persons

Eminent academicians, researchers, administrators, regulators and business leaders having national and international levels are invited as speakers at the International Conference.

Experts in the field of management education at national and international repute are invited to address in various sessions as key note speakers, session chairs including inaugural and valedictory functions. Invitations are already extended to them. Exhaustive list of invited speakers will be communicated in the next brochure.

Organising Committee - Patrons, Advisors, Conveners, Co-Conveners



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Chairperson



Prof. S. Zarar
Director / Principal



Prof. Jitender Govindani
Dean - Academics



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