



सिद्धिमूलं प्रबन्धनम्  
भा. प्र. सं. इन्दौर  
IIM INDORE

# Indian Institute of Management Indore



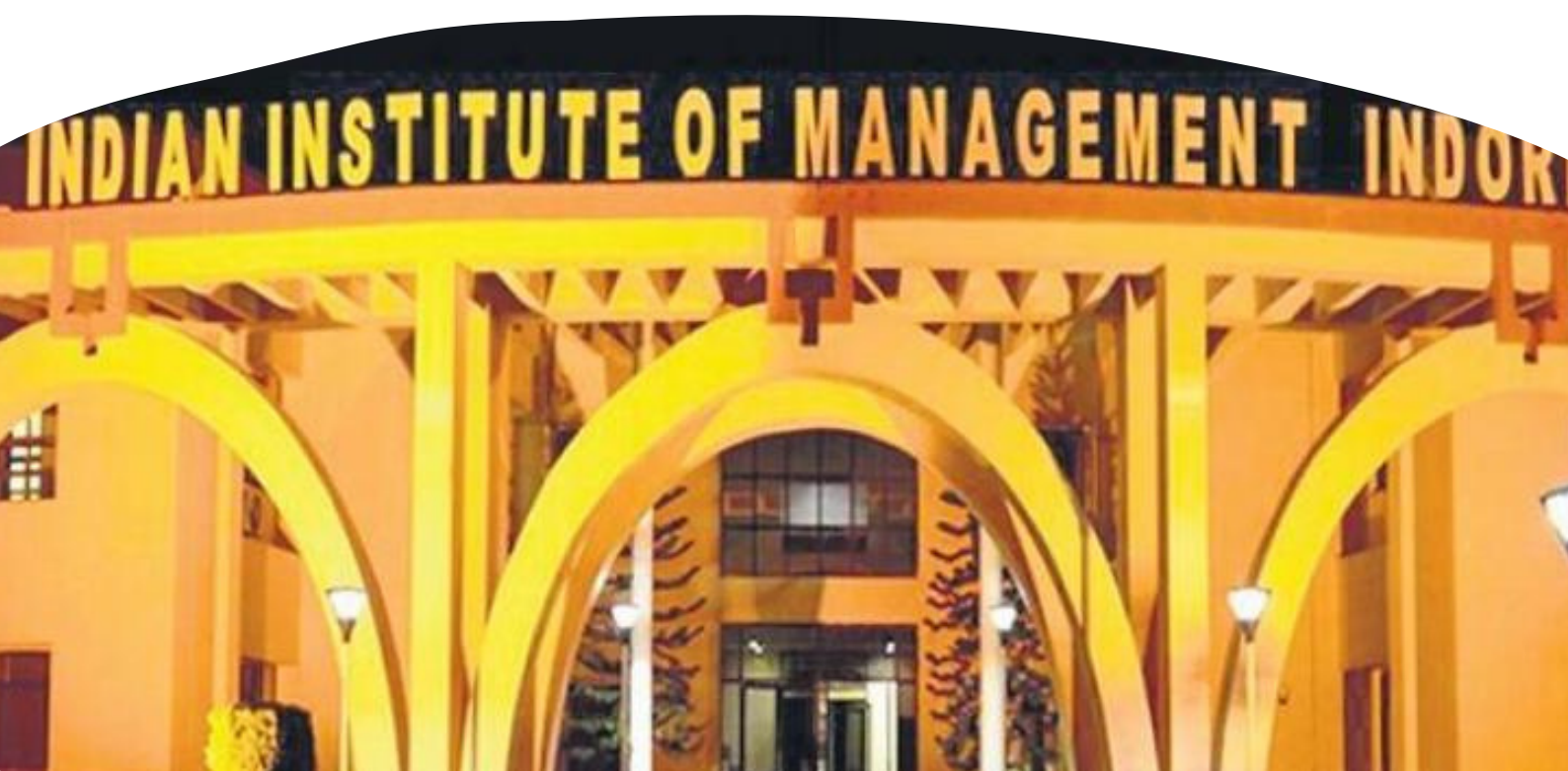
**CERE 2021**

**11th Conference on  
Excellence in Research  
and Education**

# About IIM Indore

Established in 1996, IIM Indore is the sixth in the family of state-supported management schools. Since its inception, IIM Indore has been contributing in the field of management education, interfacing with the industry, government, Sector and PSUs.

IIM Indore endeavors to develop socially-conscious managers, leaders and Entrepreneurs who have a deep understanding of the concepts and analytical methods of management and yet have their feet firmly on the ground. . IIM Indore has a judicious mix of highly talented full-time faculty and experienced adjuncts. This combination ensures that the students get a good grounding in both theory and practice





## About CERE 2021

Management Metamorphosis: Living with the Pandemic

The last two years have been defined by the Covid-19 pandemic. The new normal has resulted in a change in lifestyles, businesses, and management philosophies. CERE 2021 explores how the pandemic has led to a change in management philosophies. As humanity prepares to live with the pandemic, the aim of the conference is to encourage research on the new management paradigms that can add value to all stakeholders

CERE aims to bring together academicians, practitioners, and policymakers from different domains and promote Interdisciplinary Academic and Policy Research. Insightful extended abstract of papers are welcome from (but not limited to) Faculty members, Practitioners, Research scholars, and students of management.

## Conference Tracks

1. Business Economics and Finance
2. Business Policy and Strategic Management
3. Communication in Business and Research
4. Entrepreneurship
5. Information Systems in Management
6. Marketing Management
7. Operations Management and Quantitative Techniques
8. Organizational Behaviour and Human Resource Management

# Best Paper Awards

Winner	INR 20000
1st Runner up	INR 15000
2nd Runner up	INR 10000

[https://www.iimidr.ac.in/announcement/cere-2021-11th-conference-on-excellence-in-research-and-education/.](https://www.iimidr.ac.in/announcement/cere-2021-11th-conference-on-excellence-in-research-and-education/)





## **Itinerary for the Conference on Excellence in Research and Education (CERE-2021)**

### **DAY - 1 (18th June 2021)**

#### **9:00 AM to 11:00 AM Inauguration**

Prof. Rishiksha T Krishnan (Director, IIM Bangalore), Prof. Shailendra Singh (Director, IIM Ranchi), Prof. Bharat Bhasker (Director, IIM Raipur), Prof. Pawan Kumar Singh (Director, IIM Trichy), Prof. Himanshu Rai (Director, IIM Indore)

#### **11:15 AM to 1:15 PM Workshop 1**

Paper development by Prof. Abrar Ali Saiyed (Ozyegin University)

#### **2:15 PM to 4:15 PM Workshop 2**

Conducting case research on entrepreneurship by Prof. Anjan Ghosh (Narxoz Business School and Board of Director - Paul R. Lawrence Fellowships)

#### **2:15 PM to 4:15 PM Workshop 3**

Publications tips by Prof. Abhishek Srivastava (IIM Kashipur)

#### **4:30 PM to 6:30 PM Workshop 4**

Experimental Research by Prof. Sudipta Mandal (IIM Indore)

### **DAY - 2 (19th June 2021)**

9:00 AM to 10:00 AM Paper Presentations

#### **10:00 AM to 11:30 AM Workshop 5**

Case Teaching by Prof. Srinivas Gunta (IIM Indore)

10:15 AM to 11:15 AM Paper Presentations

11:30 AM to 1:00 PM Paper Presentations

1:00 PM to 2:30 PM Break

### **2:30 PM to 4:00 PM Plenary Session 1**

Impact of covid-19 on research in management academia -

Prof. Abhishek Behl (Jindal Global Business School) and Prof. Chetna Chauhan (Fore School of Management)

2:30 PM to 4:30 PM Paper Presentations

4:30 PM to 5:30 PM Paper Presentations

5:45 PM to 6:45 PM Paper Presentations

DAY - 3 (20th June 2021)

9:00 AM to 10:00 AM Paper Presentations

10:15 AM to 11:15 AM Paper Presentations

### **11:30 AM to 1:00 PM Plenary Session 2**

Impact of covid-19 on Indian economy: an industrial perspective -

Mr. Rishi Sanwal (Entrepreneur & Guest faculty) and Dr. Amitava Ghosh (Senior Engagement Manager, Cognizant)

1:00 PM to 2:15 PM Break

2:15 PM to 3:15 PM Paper Presentations

### **3:15 PM to 4:45 PM Plenary Session 3**

Sustainable rebuilding post pandemic - Prof. LS Ganesh (IIT Madras),

Prof. Arpan Kumar Kar (IIT Delhi) and Prof. Vishal Gupta (IIM Ahmedabad)

5:00 PM to 6:15 PM Valedictory; Announcement of Best Paper Award Winners, Closing of the programme and Life Time Achievement Award;

Guests: Prof. Ramadhar Singh (Ahmedabad University) and Dr. Nishant Jain (Programme Director, Indo German Programme on Universal Health Coverage at GIZ)



## Patron

Prof. Himanshu Rai

## Advisory Committee

Prof. Abhishek Mishra  
Prof. Amit Kumar Vatsa  
Prof. Dibyadyuti Roy  
Prof. Diptiprakash Pradhan  
Prof. Jatin Pandey  
Prof. Sanjeev Tripathi  
Prof. Saurabh Kumar  
Prof. Sneha Thapliyal  
Prof. Surya Bhusan Kumar  
Prof. Shrihari S. Sohani

## Coordinators

Abhinay Jaga Prasad Seth  
Ankur Kushwaha

## Organising Committee

Vigneashwaran	Abhinay
Sowmya	Ankur
Abhishek	Samrat
Amit	Vanshika
Sourabh	Rimleena
Priya	Priyam
Abhijeet	Jaykris
Aditya	Haricharan
Alokeparna	Vikas
Vishakha	Sainandan

