

**International Management Research Academy (IMRA)
London, United Kingdom**

in collaboration with

**Indian Institute of Management Bangalore (IIMB)
Bengaluru (Bangalore), India**

presents

**2015 IMRA-IIMB International Conference
16-18 December, 2015**

**“Inclusive Growth & Profits with Purpose:
New Management Paradigm”**

**Venue: Indian Institute of Management Bangalore (IIMB),
Bannerghatta Road, Bengaluru (Bangalore), Karnataka, India**



Conference Website: <http://www.imraweb.org/conferences/2015india>

Conference Email: 2015india@imraweb.org

Conference Brochure & Call for Submissions

Table of contents

Call for Submissions:.....	3
Conference Theme:.....	3
Sub-Themes & Tracks:.....	3
Special Interest Groups:.....	4
Conference Segments:.....	4
Types of Submissions & Output:.....	4
Attendance mode:.....	4
Who can attend this conference?.....	5
Conference Venue:.....	5
Benefits to Conference Participants:.....	5
About IMRA.....	6
IMRA International Conferences.....	7
Experts and Leaders at IMRA.....	7
Journals for publication.....	10
ISBN for Conference Proceedings.....	11
Country representation in IMRA International Conferences.....	12
About Indian Institute of Management, Bangalore, India.....	13
The Conference Venue and surrounding area:.....	14
Welcome Message from the Conference Chairs.....	15
Conference Chairs.....	15
Conference Committee.....	15
Executive Committee.....	15
Conference Programme Schedule.....	16
Certificate of Participation.....	16
Types of Submissions & Output.....	16
Submissions and Double Blind Review Process.....	17
Awards.....	19
IMRA Job Market.....	19
Invitation for Proposals to chair or lead Tracks / Special Interest Groups / Workshops / Research Round Tables / Special Sessions / Pre-Conference activities.....	19
Invitation for Reviewers.....	19
Key dates & Deadlines.....	20
General dates:.....	20
Activity deadlines:.....	20
Sponsorship.....	20
Accommodation & Logistics.....	20
Registration Fee Payment.....	20
Late Registrations:.....	22
Payment for Registration Fee.....	24
Cancellation & Withdrawal.....	24
Glimpses of 2012 IMRA International Conference, London, United Kingdom.....	25
Glimpses of 2013 IMRA &RIT-ACMT International Conference, Zagreb, Croatia.....	26
Glimpses of 2014 IMRA Kean International Conference, New Jersey, United States of America..	27
Glimpses of 2014 IMRA ABRM International Conference, Cambridge, United Kingdom.....	28
Feedback by participants.....	29
Contact details.....	33
Join the discussion with the IMRA members on.....	33
Disclaimer.....	33

Call for Submissions:

You are invited to participate and/or present your work in the ‘2015 IMRA IIMB International Conference’ organized by the International Management Research Academy (IMRA), London, United Kingdom, in collaboration with the Indian Institute of Management Bangalore (IIMB), India, during Wednesday 16th to Friday 18th December, 2015. This conference shall be held at the campus of IIMB, Bangalore, India.

Conference Theme:

“Inclusive Growth & Profits with Purpose: New Management Paradigm”

The main theme of this conference is ‘Inclusive Growth & Profits with Purpose: New Management Paradigm’. The policy makers of several nations have been expressing the concern that the benefit of economic growth is not being equally distributed among all sections of the society. Inclusive growth is the need of the hour for the pace and the pattern of economic growth. It is more than just productive employment and increasing incomes of excluded groups. Inclusive growth allows people to “contribute to and benefit from economic growth”. Inclusive growth includes growth of economy that reduces poverty and creates employment opportunities, access to essential services in health and education especially for the poor, equality of opportunity, empowerment through education and skill development, environmental sustainability, recognition of women’s agency and good governance.

Towards the goal of achieving inclusive growth, the corporate sector need to revisit and recognize that sustainable strategies not only fulfil a higher purpose but increased wealth can be generated by doing good things. In the words of Ratan Tata, Chairman Emeritus of Tata Sons, “purpose is a spiritual and moral call to action; it is what a person or company stands for”. It is more of investing in socially inclusive businesses, innovative business models to reach the bottom of the pyramid and investing in environmentally beneficial technologies. Thus the conference theme is two sides of the same coin inclusive growth and profits with purpose.

2015 IMRA IIMB International Conference invites conceptual papers, empirical works, documentation of case studies, documentaries and short video films or any other material focusing on the following sub-topics. The list given is illustrative but not exhaustive; conference invites all papers related to the theme.

Sub-Themes & Tracks:

Contributions are invited in the areas including but not limited to:

- Corporate and environmental sustainability
- Corporate governance and sustainability
- Economics
- Entrepreneurship and Social Entrepreneurship
- Finance and accounting
- Financial Inclusion: Access to Credit and other Financial Services
- Gender Equity and Women Empowerment
- General management
- Health and healthcare management
- Human Resource management
- Innovative Business Models to reach the “Bottom of the Pyramid”
- International management
- Knowledge Management
- Law, society and ethics
- Management in Emerging & Frontier Markets
- Management of educational services
- Marketing Management and consumer behavior
- Natural Resources Management
- Operations management
- Organization behavior
- Public and not-for-profit management
- Skill Development
- Strategic management
- Sustainable growth and risk management
- Technology & Innovations management
- Tourism and hospitality management

Authors may consider the above listed areas; however if they wish to develop a special session around a specific topic, the information is available in the call for submissions document.

Special Interest Groups:

The following Special Interest Groups (SIGs) are encouraged and invited during this conference:

1. Innovative Business Models to reach the “Bottom of the Pyramid”
2. Improving Quality of Governance
3. Improving access to services through Technology
4. Research Methods & Publishing in reputed Journals
5. Performance Measurements & Management Control Systems
6. Management Education, Development & Leadership
7. Post-2015 Development Agenda

Institutions and individuals who plan to lead and organize any SIG on any other related topic may apply for the same.

Conference Segments:

The following segments shall be included in the conference programme:

1. Academic & Research Papers Presentations
2. Practitioners’ Perspectives
3. CEO Forum
4. Vice Chancellors & Deans’ Panel Discussion
5. Entrepreneurs’ & Innovators’ Showcase
6. Consortium for Masters & Doctoral Students
7. Government & Policy Makers’ Panel Discussion
8. Job Market for Academics & Researchers
9. Research Round Table Discussion
10. Meet the Journal Editors
11. Research Workshops / Special Sessions
12. Speed Dating: Research Match Making

Organizations and individuals interested to chair and organize any of the above or any new conference segments are encouraged to apply.

Types of Submissions & Output:

The following are the types of submissions and output invited for this conference:

1. Competitive Papers (CP)
2. Presentation Papers (PP)
3. Masters & Doctoral Students’ Papers (MD)
4. Poster Presentations (PR)
5. Book Presentations (BP)
6. Case Studies & White Papers (CW)
7. Product / Service Showcase (PS)

Attendance mode:

Interested individuals can attend this conference in any of the following modes:

1. Attending as Presenter in person
2. Attending as Presenter by Virtual Video Presentation
3. Attending as Presenter in absentia
4. Attending as Participant in person
5. Attending as Virtual Participant
6. Attending as Guest / Spouse of another presenter / participant

Note: Individuals may also register and attend the conference as a participant without submitting or presenting any work.

Who can attend this conference?

The maximum benefit of attending this international conference shall be to researchers, academics, management consultants, corporate professionals, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, doctoral and master's students.

Conference Venue:

Indian Institute of Management Bangalore (IIMB),
Bannerghatta Road,
Bilekahalli,
Bengaluru (Bangalore),
Karnataka: 560076
India

Conference Website: <http://www.imraweb.org/conferences/2015india>

Conference Email: 2015india@imraweb.org

Benefits to Conference Participants:

- Learn and acquire cutting edge international knowledge in various disciplines of management from internationally reputed experts.
- Recognition of your work on international platform as a participant or paper/poster/book presenter.
- ISBN based Conference Proceedings.
- In the heart of the Silicon Valley of India: Bangalore, Karnataka in India
- Potentially identify your future collaborative partner among international, vibrant and scholarly IMRA Members community.
- International platform to meet corporate professionals, entrepreneurs, academics, researchers, government & policy makers from various countries.
- Best Papers, Poster & Book Awards.
- Selected full papers to be published in refereed journals (previous publishers include Springer, Emerald, etc.)
- Pre-Conference activities including Research Workshops / Peer Review Meetings and Special Insights with industry leaders.
- Sight Seeing / Excursion / Industrial Visits (to be paid separately).

About IMRA

International Management Research Academy (IMRA), London, United Kingdom, is a global academy dedicated to the continuous and effective development of management theory and practice.

IMRA is a collaborative catalyst between academics and practitioners in fostering relationships via creation, assistance and dissemination of cutting-edge management thinking. Currently, IMRA has more than 500 members spread across in more than 40 countries of the world.

IMRA accomplishes this by:

- 1) Organizing conferences and events which bring people from academia, research organizations, government, social sector and private sector, together on a single platform and paving path for networking and fruitful stakeholder interaction.
- 2) Publishing cutting edge academic and professional articles via academic journals and magazines in the field of management.
- 3) Developing an online forum providing an opportunity for members to interact and network and thus build mutually beneficial collaborations.



IMRA International Conferences

International Management Research Academy (IMRA) successfully convenes international conferences. The following is the summary for the same:

2014 IMRA-ABRM International Conference, Cambridge, United Kingdom

IMRA in collaboration with the Academy of Business & Retail Management hosts at the University of Cambridge, UK, an international conference on the theme of "Restructuring of the Global Economy". There were 90 participants from 18 countries globally. Further details about this conference is available on webpage <http://www.imraweb.org/conferences/2014abrm>

2014 IMRA-Kean International Conference, New Jersey, United States of America

This conference shall be held in collaboration with the Kean University, New Jersey, USA during 29-31 May 2014. The main theme of this conference is: "Globalization and the Convergence of Creativity, Innovation and Entrepreneurship". There were 70 participants from 14 countries worldwide. More details about this conference is available on webpage <http://www.imraweb.org/conferences/2014usa>

2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia

This conference was held in collaboration with the Rochester Institute of Technology (RIT) - American College of Management & Technology (ACMT) in Zagreb, Croatia during 16-17 May 2013. The main theme of this conference was: "Management in an Interconnected World". There were 73 participants from 21 countries worldwide, in this conference. Summary of this conference can be found on <http://www.imraweb.org/conferences/2013zagreb>

2012 IMRA International Conference, London, United Kingdom

This conference was held in London, UK, during 17-18 May 2012. This conference was on the theme of "Emerging Markets and the New Dynamics of Management". There were 119 participants from 33 countries globally, during this conference. Further details about this conference can be found on web page <http://www.imraweb.org/conferences/2012london>

Experts and Leaders at IMRA

Some of the experts and leaders in corporate and academic sector, involved with IMRA are:



Michael ALDRICH

*Inventor, Innovator & Entrepreneur: Online shopping
Former IT Adviser to British Prime Minister Margaret Thatcher*



Joseph SHERIDEN

President and Chief Operating Officer (COO) of Wakefern Food Corp, USA



Louis TURNER

Chief Executive, Asia Pacific Technology Network, United Kingdom



Benoit GALICHET

Holcim Slovensko and VSH, Croatia



Daria MATELJAK

Managing Director Croatia and Partner, Hauska & Partner consulting company, Croatia



Phil NICHOLS

The Wharton School of the University of Pennsylvania, Philadelphia, United States of America



Scott LEE

Lee Business School at University of Nevada, Las Vegas, United States of America



Stephanie JONES

Maastricht School of Management, Netherlands



Ben BOSE

Founder, Mavens of London (a research-lead digital strategy agency), United Kingdom



Ernie STARK

Logikos and Experientia, United States of America



Milan BANDIC

Mayor of Zagreb, Croatia



Phani Tej ADIDAM

University of Nebraska at Omaha, United States of America



John LIPINSKI

Middle Tennessee State University, Murfreesboro, United States of America.



Bernadett KOLES

Central European University Business School, Budapest, Hungary



Shawn STURGEON

RIT / American College of Management & Technology (ACMT), Zagreb, Croatia



Ken MORITA

Hiroshima University, Japan



Paurav SHUKLA

Glasgow Caledonian University, London, UK



Professor Noel CAPON

R.C. Kopf Professor of International Marketing at Columbia Business School, USA



Dr. Raj SHAH

Founder and CEO of Telemed Ventures, USA



Dhiresh JETHWA

Vice President and Chief Information Officer at Gerber Technology, USA



Jatin PANCHOLI

Middlesex University, London, UK



Dr. Michael COOPER

Dean - College of Business and Public Management, Kean University, USA



Prof. Frank VANDALL

Professor of Law, Emory University, USA

Journals for publication

For selected papers from the IMRA Conferences, IMRA collaborated with the following internationally reputed refereed journals. All the conference participants received an opportunity to submit their papers for IMRA Special Issues of these journals and a few selected ones were published after the double-blind review process:



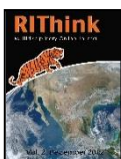
AI & Society: Journal of Knowledge, Culture & Communication, IMRA Special Issue on Technology, culture and innovation in Emerging Markets, Publication: Springer, United Kingdom. (ISSN: 0951-5666)



Asian Journal of Business Research, IMRA Special Issue: Management Trends in Emerging Markets, Publication: Asia Business Research Corporation Limited, New Zealand. (ISSN 1178-8933)



International Journal of Emerging Markets, IMRA Special Issue on Emerging Markets: Exploring the diversity of theories, practices and applications, Publication: Emerald Group Publishing Limited, United Kingdom. (ISSN: 1746-8809)



RIThink Multidisciplinary Online Journal, IMRA Special Issue on Management in an interconnected world. Publication: RIT-ACMT, Zagreb, Croatia. RIThink brings together scientists, researchers, experts, and students in an open academic discourse of innovative ideas, both tested and untested. (ISSN 1848-5324)



Management Research Review (MRR), IMRA Special Issue on Globalization and the Convergence of Creativity, Innovation and Entrepreneurship, Publication: Emerald Group Publishing Limited, United Kingdom. (ISSN: 2040-8269)

Similarly, for the 2015 IMRA-IIMB International Conference, there shall be an announcement for the special and/or regular issues of internationally reputed peer reviewed journals. Participants of this conference will be given preference to publish in those journals, subject to editorial and review process.

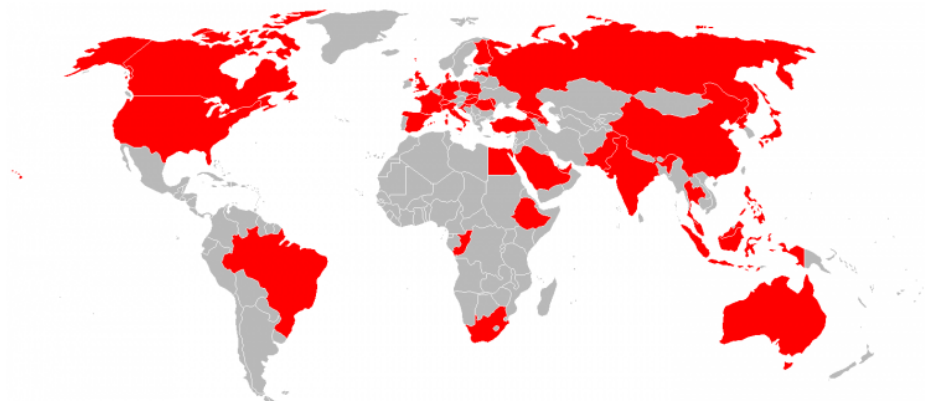
ISBN for Conference Proceedings

The Conference Proceedings for this conference will be in electronic format that will be downloadable from the website. It will have an International Standard Book Number (ISBN) **978-0-9573841-3-2**. The research contributions that are double-blind reviewed and accepted after the editorial and review process will be only included in the Conference Proceedings. The Conference Proceedings will publish contributions only if they are submitted before the deadline and at least one author is a registered participant for this conference. Unfortunately, we are unable to include any late submissions in the Conference Proceedings, even if they are accepted for the conference.

Country representation in IMRA International Conferences

IMRA International Conferences have been represented by the following countries:

	Australia		Hong Kong		Romania
	Azerbaijan		Hungary		Russia
	Brazil		India		Saudi Arabia
	Canada		Indonesia		Slovakia
	China		Italy		South Africa
	Congo		Japan		Spain
	Croatia		Korea		Sweden
	Denmark		Latvia		Switzerland
	Ethiopia		Malaysia		Thailand
	Georgia		Moldova		Turkey
	Egypt		Netherlands		United Arab Emirates
	Finland		Pakistan		United Kingdom
	France		Philippines		United States of America
	Germany		Poland		



Note: The red colour shaded countries in the above World map have been representing.

About Indian Institute of Management, Bangalore, India

Indian Institute of Management, Bangalore, India (IIMB) is a public institution of national importance that is autonomous, standalone management school and not part of any university. It was established in 1973 by the Government of India through the creation of an IIMB Society which is the legal entity behind the institution. The school works within the national policy guidelines established by the Ministry of Human Resource Development, Government of India. A Board of Governors oversees the management of the school and provides strategic directions. The school is led by a Director NAME, who is the head of the institution, and two Deans NAMES.



The school excels in teaching and research. It is amongst the top management schools in India and Asia according to several rankings. For the sixth consecutive year IIMB has been nominated the Best School in Central Asia region by Eduniversal, and retained its 'Five Palmes' status as a 'Universal Business School with Major Influence' in 2013.

IIMB is the only Indian B-school in Global Network for Advanced Management (GNAM) list that features Yale, LSE, INSEAD and other top B-schools in the world. GNAM fosters substantive ties among the world's leading business schools, providing opportunities for faculty to exchange ideas and for students to experience the complexity that will characterize any environment in which they will lead.



IIMB is ranked No.1 in the 'Business and Management' category of a Stanford study on Indian social science research. The study was done by Professor Sharique Hasan of Stanford University, Graduate School of Business, who based the rankings of Indian universities and institutes on productivity in social science research. The grading is based on a limited set of variables, namely the number of peer-reviewed journal articles produced by an institution and the number of citations these articles received.

In a research conducted by India's leading business magazine named the 'Business Today' IIMB has come out in top position. The institute received the NCPEDP-Mphasis Universal Design Award 2012 for pioneering work in the field of promoting Accessibility and Universal Design and ensuring life of equality and dignity for disabled people. IIMB's Career Development Services team won 'Best Placement Cell' for helping in implementing of education and development in the India Today Aspire Education Summit 2012.

In June 2010, IIMB received European Quality Improvement System (EQUIS) accreditation by the European Foundation of Management Development (EFMD). The EFMD awarded the EQUIS Re-accreditation to IIMB in 2014.

IIMB generates knowledge through cutting-edge research in all functional areas of management that would benefit public and private sector companies, the government and the society in general. The knowledge generated by faculty at IIMB, has appeared in leading academic journals listed in Financial Times 45, Business Week 20, UT Dallas etc. Further details can be found on <http://www.iimb.ernet.in/research/journal-publications/>

IIMB is the first B-School in Asia to sign an agreement with Harvard Business Publishing (HBP) to distribute faculty teaching cases. IIMB has also entered into a partnership with Richard Ivey School of Business to co-brand and distribute faculty-authored cases globally.

More details about IIMB can be found on the website www.iimb.ernet.in

The Conference Venue and surrounding area:

India: The Republic of India is the seventh largest country in the world by area and the second most populated country with over 1.2 billion people. India is the largest democracy in the world. India has rich history culture, heritage and roots in the Indus Valley Civilization. India is pluralistic, multi-ethnic, multi-lingual society.



The Indian economy is the 11th largest economy by nominal Gross Domestic Product and third largest in the world by Purchasing Power Parity. Post 1991, Liberalization, Privatization and Globalization has contributed underdeveloped India to grow as a developing and emerging economy. Goldman Sachs classified India as one of the 'Big Four' in BRIC (Brazil, Russia, India and China) economies indicating the evident shift of the global economic power away from the developed economies. In a recent study by the International Monetary Fund (IMF) in April 2014, India has been forecasted to grow healthy. Currently, India's GDP nominal is USD2.13 trillion and the GDP growth rate is 5.7%.



Karnataka State: India is a federal union of states comprising 29 states (known as Provinces in some countries) and 7 union territories. These are then sub-divided into districts, cities, towns and villages. The city of Bangalore is located in the state of Karnataka. Karnataka has its pre-history significance of Neolithic and megalithic cultures. Ancient Gold mines were in Karnataka. The highest point in Karnataka is the Mullayanagiri Hills, which has an altitude of 1,929 metres.

Gerosoppa Falls or Jog Water Falls is the highest plunge waterfalls in India formed by Saraswati river.

Bengaluru (Bangalore) City: Bengaluru, erstwhile known as Bangalore is the capital of the state of Karnataka. Bengaluru is also known as the Silicon Valley of India due its pivotal role in the development of the Information Technology sector. Bengaluru is amongst the top-10 preferred entrepreneurial locations in the world. World's leading organizations are head quartered in Bengaluru. Bengaluru has rich heritage from the ancient and the medieval times in India and has several attractions. Bangalore is well connected to direct flights from across the world.



Other cities for sight-seeing: The participants of this conference may plan for sight seeing to other cities of India including, but not limited to:

- Agra (Taj Mahal)
- Rajasthan state (Jaipur & Udaipur palaces of former Maha Raja)
- New Delhi (capital of India)
- Mumbai (formerly known as Bombay)

- Goa
- Kerala
- Ahmedabad (home of Mahatma Gandhi)

IMRA-IIMB Admin team will provide all necessary assistance if anyone wants to book the tour, however, advanced planning and reservation is highly recommended.

Welcome Message from the Conference Chairs

This conference organized by IMRA and IIMB focuses on Inclusive Growth and Profits with Purpose. Developed nations are raising concern over purpose of corporate organizations and developing nations are worried about reaching the benefits of economic growth to all the sections of society. Thus the conference offers a platform to discuss, debate and move forward with regards to this new policy agenda.

We believe that 2015 IMRA IIMB International Conference in Bangalore India shall provide you opportunities to disseminate your research, learn from other researchers and network with other like-minded IMRA members from all around the world. We heartily welcome you to Bangalore, the beautiful garden city of India, an Asian hub of global Technological companies, and a cosmopolitan city.

Conference Chairs

- Jayadev M, Indian Institute of Management Bangalore, Bengaluru, India
- Devanath TIRUPATI, Indian Institute of Management Bangalore, Bengaluru, India
- Jatin PANCHOLI, Middlesex University, London, United Kingdom
- Paurav SHUKLA, Glasgow Caledonian University, London, United Kingdom

Conference Committee

- Amit SHAH, Frostburg State University, Frostburg, United States of America
- Bernadett KOLES, Central European University Business School, Budapest, Hungary
- Bipin DIKSHIT, Indian Institute of Management Tiruchirappalli, India
- Ernie STARK, Logikos and Experientia, Consulting, Bellevue, United States of America
- H. K. N. RAGHAVAN, Equitas Microfinance, India
- Jose P. D., Indian Institute of Management Bangalore, Bengaluru, India
- K. BALAKRISHNAN, Chandragupt Institute of Management Patna, India
- Michael CHATTALAS, Kean University, United States of America
- Shawn STURGEON, RIT-ACMT, Zagreb, Croatia
- Suresh BHAGAVATULA, Indian Institute of Management Bangalore, Bengaluru, India
- Venkateshwarlu M, NITIE, Mumbai, India
- Xuanwei CAO, Xi'an Jiaotong-Liverpool University, Suzhou, China

Executive Committee

- Bernadett KOLES, Central European University Business School, Budapest, Hungary
- Ernie STARK, *Logikos and Experientia*, United States of America
- Jayadev M, Indian Institute of Management Bangalore, India
- Justin PAUL, University of Washington, Washington, United States of America
- M THENMOZHI, Indian Institute of Technology Madras, Chennai, India
- Phani Tej ADIDAM, University of Nebraska at Omaha, United States of America
- Xuanwei CAO, Xi'an Jiaotong-Liverpool University, Suzhou, China

Conference Programme Schedule

The following is a tentative programme schedule for this conference:

Tuesday 15th December 2015: Pre Conference Activities

Wednesday 16th December 2015:

- 8 am: Welcome & Refreshments
- 9 am to 5:30 pm: Conference sessions
- 7 pm to 9 pm: Conference Dinner

Thursday 17th December 2015:

- 8 am: Refreshments
- 9 am to 5:30 pm: Conference sessions

Friday 18th December 2015:

- 8 am: Refreshments
- 9 am to 5:30 pm: Conference sessions

Saturday & Sunday: 19th & 20th December 2015:

Excursions / Industrial Tours in Bangalore / Karnataka area (optional and to be paid separately)

There would be other cultural programs on conference days.

The above schedule is tentative and likely to change based on the availability of expert speakers and accepted proposals for various activities. The final conference programme schedule will be declared one month prior to the conference.

Certificate of Participation

Each registered participant who attends the conference in person / absentia / virtually, shall be awarded a Certificate of Participation. The certificate will mention whether the participant presented or attended in person / absentia / virtually. The certificate will have names of all the co-authors with a clear indication as to who has presented.

Types of Submissions & Output

The following are the types of submissions and output invited for this conference. All the below submissions and output shall be published in the Conference Proceedings USB drive with ISBN:

1. Competitive Papers (CP)
2. Presentation Papers (PP)
3. Poster Presentations (PR)
4. Book Presentations (BP)
5. Case Studies & White Papers (CW)
6. Product / Service Showcase (PS)
7. Masters & Doctoral Students' Papers (MD)

(1) Competitive Papers (CP): These represent the completed original work by the authors. The full-papers in this category once double-blind reviewed, accepted and registered (in person / in absentia / virtually) will be included in the competition for the awards. These papers shall be also considered for potential publication in the journals. These will be certainly included in the Conference Proceedings.

(2) Presentation Papers (PP): These represent the original work by the authors that is ready for presentation but may not be complete in terms of data analysis and findings. Hence, these submissions will get more time to work upon and submit, and may not necessarily be double blind-reviewed.

These will not be included in awards and journal publication at this stage. However, these will be included in the Conference Proceedings.

(3) Poster Presentations (PR): These represent findings from a current working paper. Authors display posters of their research, distribute their papers, and are available to discuss and answer questions during the assigned poster session. There is a separate award for the Best Poster. All Posters will be included in the Conference Proceedings.

(4) Book Presentations (BP): These represent fully published textbooks, reference books, and any other fiction / non-fiction relevant books authored / co-authored by the participant(s). The book must be published already. The books in progress or books reviewed but not yet published will not be considered. The in-house books for limited audience such shall NOT be accepted in this category. The Extended Abstract of the book will be included in the Conference Proceedings. There is a special award for the Best Book in this conference.

(5) Case Studies & White Papers (CW): These include practical case studies and white papers researched by the author(s) from academics, practitioners and policy makers. These will include observational and experiential knowledge that will be useful to other participants. This type of output is most suitable to managers and leaders from corporate, government and management consultants. The output can be in form of an Extended Abstract / Case Study / White Paper / PowerPoint Presentation. This will be included in the Conference Proceedings. There is a special award for the Best Case Study / White Paper in this conference.

(6) Product / Service Showcase (PS): These include showcasing products and services by Entrepreneurs, Innovators, Inventors, Corporate organizations, government and policy makers. The presentation may be scheduled in the conference or at the Exhibitors' stall area. The output can be in form of a Product Summary / Product proto type / PowerPoint Presentation. This will be included in the Conference Proceedings. There is a special award for the Best Product / Service Innovation in this conference.

(7) Masters & Doctoral Students' Papers (MD): These represent research contributions by masters level and doctoral level students. These could be original work or research coming out from their dissertation / thesis. There is a separate award in this category. The output must have an Extended Abstract submitted first. Once it is double blind-reviewed, the author(s) must submit their final full paper. The full papers in this category once double-blind reviewed, accepted and registered (in person / in absentia / virtually) will be included in the competition for the awards. These papers shall be also considered for potential publication in the journals. This will be included in the Conference Proceedings.

Important: A participant cannot submit more than 2 outputs in a single category above and not more than 3 outputs in total for the entire conference. A participant may also attend the conference without submitting any output.

Submissions and Double Blind Review Process

Each of the submissions shall go through the process of double blind review. Reviewers will evaluate each work on the basis of: (a) Quality of the output; (b) Contribution and big picture significance of your work to the field of management; and (c) Interest of the topic to current and potential IMRA members (d) Relevance of the submission to the main theme of the conference.

Stage-1: Submission of Extended Abstract (common for all the above categories)

The first stage is to submit an Extended Abstract of 750 to 1,000 words. This stage is common for all the types of submissions and output. All the Extended Abstracts shall pass through the double-blind

review process first. Based on the reviewers' comments, the authors will have to revise their Extended Abstracts and re-submit the same if needed.

Extended Abstracts must follow the current style of the 'Academy of Management Journal' available at http://journals.aomonline.org/amj/style_guide.pdf. Please avoid adding tables, figures, and footnotes within the Extended Abstract.

Stage-2: Final Submission

The next stage is dependent upon the category of output as follows:

1. **Competitive Papers (CP):** Submission of final papers in Competitive papers category is optional. However, we encourage you to submit full papers as the final full papers submitted before the deadline shall only be considered for the awards and possible publication in the Special issues of the journals. Double blind review feedback on full paper submission will only be provided if the paper is submitted for any special issues of the journal.
2. **Presentation Papers (PP):** Submission of final paper for the Presentation Paper category is optional. Participants may also submit a PowerPoint file as their presentation.
3. **Poster Presentations (PR):** Submission of an electronic copy of the Poster in PDF format is a must before the deadline. Based on the comments by the reviewers in certain cases, some authors may be recommended to submit a Poster even if the author(s) have earlier indicated a competitive paper category. Further guidelines are available on <http://www.imraweb.org/guidelines-for-poster-session>
4. **Book Presentations (BP):** The participants who are presenting their own book must send 1 (one) book in physical hard copy by post or courier to any of the postal address provided at the end of this document. Further guidelines are available on <http://www.imraweb.org/guidelines-for-book-presentations>
5. **Case Studies & White Papers (CW):** Submission of final Case Study or White Paper is optional. However, we encourage you to submit the final full Case Study or White Paper as, if submitted before the deadline shall only be considered for the awards and possible publication in the Special issues of the journals.
6. **Product / Service Showcase (PS):** There is no submission of any full paper for this. The organizations and individuals showcasing a product / service must send 1 sample or prototype by post or courier to any of the postal address provided at the end of this document.
7. **Masters & Doctoral Students' Papers (MD):** The students submitting their research work will have to follow the same guidelines as mentioned above.

Note: It is mandatory that all accepted submission are presented at the conference by at least one author.

General Submission process

All submission activities including submissions, reviews and notifications for this conference will be electronic, through the conference portal website: <http://imraweb.org/conferences/2015india>

In order to use the conference website (e.g. to submit a manuscript or provide a review), you will need to create a login id / sign up at:

<http://www.imraweb.org/conference/index.php/2015/2015india>

and click on 'Create Account' on the top-menu. Now follow the online instructions and create your free IMRA account for the 2015 IMRA-IIMB International Conference, Bengaluru, India.

If you already have a user account for the IMRA's earlier conference, then you DO NOT have to create another user account. In this case, you can go to the following link: www.imraweb.org/conference and login at the right-hand side under 'User'.

All the guidelines, step-by-step procedures for submission and forms can be found on:
<http://www.imraweb.org/guidelines-forms>

Important: Any of the submissions not adhered to the above mentioned guidelines shall not be reviewed and shall be outright rejected as per the IMRA policy.

Awards

The following awards are constituted for this conference:

- Best Competitive Paper Awards (in various subjects)
- Best Case Study / White Paper Award
- Best Poster Award
- Best Book Presentation Award
- Best Product / Service Innovation Award
- Special Award for Significant Contribution to IMRA
- Recognition of Reviewers
- Other Awards for Corporate professionals, Entrepreneurs and Policy leaders

The participants who have submitted Extended Abstracts but NOT submitted final full paper shall not be eligible for the Best Competitive Paper Awards category. The decision of the Conference Chairs shall remain final and binding to all.

IMRA Job Market

IMRA Job Market is a platform where potential employers and employees interact, formally and informally and explore various job opportunities. All the conference participants who are present shall be allowed to participate in the IMRA Job Market. There is no separate fee to be paid by the prospective employees / job applicants. There shall be a nominal fee to be paid by the prospective employers to participate in the Job Market. The details of which can be provided upon request.

Invitation for Proposals to chair or lead Tracks / Special Interest Groups / Workshops / Research Round Tables / Special Sessions / Pre-Conference activities

You are cordially invited to submit a proposal to chair or lead a specific Tracks / Special Interest Groups / Workshop / Research Round Tables / Special Sessions / Pre-Conference activities, etc. for the conference that you may wish to lead / chair. Organizations and individuals whose proposals are accepted are also entitled to **20% concession** in the conference registration fee. Kindly refer to the web page: <http://www.imraweb.org/guidelines-forms>

Invitation for Reviewers

IMRA Reviewers are experts and experienced individuals who review the submissions with utmost rigor and integrity. You are invited to apply for becoming a Reviewer for IMRA. Please refer to the following web page: <http://www.imraweb.org/guidelines-forms>

Key dates & Deadlines

Important Note: Early submission and registration is highly encouraged to avoid last minute disappointments. Turnaround time for review decision is 2 to 3 weeks after submission. Participants registering early will get a special concession.

General dates:

1. Announcement of the conference: 11th August 2014
2. Communicating the decision regarding extended abstract acceptance/rejection to the author(s): Within 2 to 3 weeks of submission
3. Registration Fee payment with concession: **31st October 2015**
4. Visa Letter Availability: 3 months prior to the conference
5. Conference dates: 15-18 December 2015

Activity deadlines:

1. Deadline for submission of Extended Abstracts: **31st July 2015**
2. Deadline for submission of Proposal for Session Chairing / Research Workshops / Doctoral Colloquium, Leading Research Round Tables / Workshops / Special Session: 31st October 2015
3. Deadline for submission of final full Competitive Paper / Poster / Book (This is optional and not mandatory): 31st October 2015

Sponsorship

Various opportunities for sponsorship are available. Interested organizations are requested to contact IMRA for more details.

Accommodation & Logistics

The participants are expected to book and pay for their accommodation and travel on their own. There are various options for accommodation ranging from budget hotels to 5 star hotels to suite each individual's requirements. There shall be a list of suggested and negotiated hotel details with special IMRA Discount Rates, provided on the IMRA website so that the participants can get detailed information and plan in advance.

Registration Fee Payment

Interested individuals including experts, researchers, academics, management consultants, corporate professionals, senior corporate leaders, corporate trainers, government officials, representatives of think tanks, social service organizations, entrepreneurs, innovators, doctoral and master's students, can attend the conference by registering. Presentation is not compulsory.

Participants intending to present their research work, book or product / service, must register before the deadlines mentioned. For the Competitive Paper category, the participant(s) who register before receiving the decision regarding "Acceptance" of their Extended Abstracts are not guaranteed that their submissions shall be accepted.

Special concessional & subsidized fee:

1. Participants from the Affiliating, Knowledge Partner and Sponsoring organizations will receive special concessions and privileges. Kindly contact IMRA Admin in advance for more details.
2. Group Registration (4 or more participants from the same organization) will receive 25% concession in their total registration fee. Kindly contact IMRA Admin in advance for more details.
3. All the Chairpersons for Tracks, Special Interest Groups, Research Round Table Discussions, Special Sessions, Workshops in the conference, all the committee members of IMRA and staff of IMRA and IIMB will receive a subsidy of 20% in their registration fee.
4. Guests / Spouse of the participants who are already registered, will receive 50% concession in the registration fee. Please refer to the policy for Guest / Spouse registration in this document.

Advance Registrations (if completed by **31st October 2015**)

No.	Categories*	For IMRA Members	For IMRA Non-Members
(A)	Advance Registration Fee:		
1.	Advance Registration Fee for Corporate / Government / Entrepreneurs	£375	£425
2.	Advance Registration Fee for Academics	£325	£375
3.	Advance Registration Fee for Students	£200	£200
4.	Advance Registration Fee for Presentation in Absentia / Virtual Video Presentation	£150	£175
(B)	Special Subsidized Fee for participants from SAARC countries including, India, Pakistan, Bangladesh, Nepal, Bhutan, Maldives & Sri Lanka:		
1.	Advance Registration Fee for Corporate / Government / Entrepreneurs	£130	£170
2.	Advance Registration Fee for Academics	£85	£95
3.	Advance Registration Fee for Students	£50	£50
4.	Advance Registration Fee for Presentation in Absentia / Virtual Video Presentation	£40	£50

Regular Registrations (if completed by **10th December 2015**)

No.	Categories*	For IMRA Members	For IMRA Non-Members
(A)	Regular Registration Fee:		
1.	Regular Registration Fee for Corporate / Government / Entrepreneurs	£400	£450
2.	Regular Registration Fee for Academics	£350	£400
3.	Regular Registration Fee for Students	£200	£200
4.	Regular Registration Fee for Presentation in Absentia / Virtual Video Presentation	£150	£175
(B)	Special Subsidized Fee for participants from SAARC countries including, India, Pakistan, Bangladesh, Nepal, Bhutan, Maldives & Sri Lanka:		
1.	Regular Registration Fee for Corporate / Government / Entrepreneurs	£150	£190
2.	Regular Registration Fee for Academics	£95	£105
3.	Regular Registration Fee for Students	£50	£50
4.	Regular Registration Fee for Presentation in Absentia / Virtual Video Presentation	£40	£50

*Currency in Great Britain Pounds (GBP)

Late Registrations:

Any participant who wishes to register and attend the conference after the deadline will have to contact the IMRA Admin at the first instance. Even if there is a possibility to include late registration, the participant will have to pay 25% premium on the Regular Registration fee based on the category of the participants.

IMRA Membership: All the registered participants for this conference shall receive a complementary one year membership of IMRA.

Registration for Corporate / Government / Entrepreneurs: This is applicable for individuals from corporate and government organizations including entrepreneurs and self-employee professionals.

Registration for Academics: This is applicable for individuals from academic sector working in full / part-time employment in any type of academic institution.

Registration for Students: The intention of inviting masters / doctoral students in this conference is to encourage them to exhibit their potential and also provide an opportunity to the audience of the conference to learn from the growing body of research. In order to encourage genuine full-time masters / doctoral students, there is a special concessional fee for this conference, assuming that they do not have any occupational source of income.

Kindly note that the Student fee is applicable only for full-time doctoral / master students. This is NOT applicable for any part-time doctoral / master student. Participants who are in part-time doctoral / master students will not get any student concession and will have to pay regular registration fee. Similarly, full-time doctoral / master students who are already having a full-time / part-time occupational source of income will not receive any concession.

Masters / Doctoral students who intend to attend and/or present at this conference must contact IMRA Admin in advance with the following evidences:

- (i) Scanned identity card as a student showing clearly full name, photo, programme name, start and end date of the Masters / Doctoral programme and signed by the appropriate authority
- (ii) Scanned letter on the letterhead signed by the Programme Leader / Head of the Department / PhD Supervisor or concerned authority at the university stating clearly that the participant is a full time student in a particular programme and does not have occupational source of income and hence seeking the concession.

Once IMRA Admin approves these documents, then only the individual may proceed for the registration fee payment

Presentation in Absentia / Virtual Video Presentation: The author(s) who intend to submit their work but are unable to attend the conference in person may register for Presentation in Absentia / Virtual Video Presentation. All the reviewed and accepted submissions of registered participants (including Absentia / Video Virtual Presentation) shall be included in the Conference Proceedings.

If you are a single author and have submitted your Extended Abstract but cannot attend the conference, you may choose to attend the conference in Absentia / Video Virtual Presentation by paying the registration fee for the same. You shall be sent a Certificate of Participation in Absentia / Virtual Video Presentation, Conference Proceedings CD/DVD/USB and relevant literature by post.

If your Extended Abstract is co-authored with two or more authors and all the co-authors are unable to attend the conference, any one of the co-authors may choose to attend the conference in Absentia / Virtual Video Presentation by paying the registration fee for the same. You shall be sent one set of Certificate of Participation in Absentia / Virtual Video Presentation, Conference Proceedings CD/DVD/USB and relevant literature by post.

Please note that Video Virtual Presentation is not a must. This is an additional facility subject to the condition of available technology. You may email a video file of 15 minutes of your presentation before the deadline. This video file will be played during the conference in a session and the participants who are attending in person may make notes and contact you later on if they have any questions. There may be a live video presentation using Skype / Google Hangout and there can be live interactive question and answers with the participants. In the event of failure of technology, the Video Virtual Presentation may be converted to Presentation in Absentia and all the decisions taken by the Conference Committee at the last minute will be binding to all.

Guest / Spouse Registration: Guest / Spouse of any participant whose submission is accepted and has paid the registration fee is welcomed to join the conference with a separate Registration Fee paid as a Guest/Spouse registration. Guest / Spouse shall be registered only if the primary participant has registered and paid the registration fee. Guest / Spouse must not be an author or co-author for any of the submissions at the conference.

The fee for Guest/Spouse registration shall include coffee breaks, working lunches, conference dinner and attending the Inauguration Session of the conference. Guest/Spouse shall not be entitled to attend any technical session, any other type of sessions or co-author / present any paper / poster. Guest/spouse shall not be provided the Conference Kit and shall not awarded any certificate of participation.

There are wonderful sight-seeing places nearby where the guest/spouse can spend rest of the time. If the guest / spouse wish to attend the entire conference or want to obtain a Certificate of Participation or the Conference Kit, he/she will have to pay the fee applicable to the regular participant.

Note: All the participants including reviewers and students, **MUST** pay the registration fee for the conference. The above rules regarding deadline and concession apply to all the participants equally. Due to the budget constraints of IMRA and IIMB, we are unable to provide any reimbursement / sponsorship towards any of the expenses including travel, accommodation, etc. of any of the participants. Hence, please do not send any email for further request regarding the same.

Payment for Registration Fee

The participants may pay for the Registration Fee based on their registration category. Please note that there are special concessions for Advance Registrations, Group Registrations, etc. as mentioned clearly in this document.

It is not a must for any participant to submit any research work in order to attend this conference. There are many participants who choose to attend without presenting.

The registration fee can be paid by clicking on:

<http://www.imraweb.org/conference/index.php/2015/2015india/schedConf/registration>

and following the instructions with any of the below two options:

(a) Debit/Credit Card using PayPal

OR

(b) Direct Bank Transfer to IMRA, London, UK

The details of the same will be available on the Registration web page.

The registration fee includes the Online Conference Proceedings, Conference Kit, Conference Program Brochure, Certificate, coffee breaks, cocktails, working lunches, conference dinner and one-year free membership of IMRA.

The food during the conference shall have vegetarian, non-vegetarian and vegan options. If you have any specific dietary requirements, kindly inform the IMRA Admin while completing the registration process.

Cancellation & Withdrawal

A participant may apply for cancellation of registration / withdrawal of the submission latest by **31st October 2015**. No refund will be made on or after **31st October 2015**. All the requests for cancellation and withdrawal are subject to deduction of administrative expenses and other procedures as per the IMRA policy mentioned on <http://www.imraweb.org/visa>

Glimpses of 2012 IMRA International Conference, London, United Kingdom



Glimpses of 2013 IMRA & RIT-ACMT International Conference, Zagreb, Croatia



IMRA & RIT-ACMT International Conference
Zagreb, Croatia: 16-17 May, 2013
www.imraweb.org



Glimpses of 2014 IMRA Kean International Conference, New Jersey, United States of America



Glimpses of 2014 IMRA ABRM International Conference, Cambridge, United Kingdom



Feedback by participants

The following is a brief summary of the feedback from the feedback forms, video clips and emails by some of participants for the IMRA International Conferences held at different times: (*randomly ordered*). A detailed feedback for the same is available on

<http://www.imraweb.org/feedback>



“Thank you for wonderful occasion to meet interesting and clever people.”

Veronica VRAGALEVA *University of the Academy of Science of Moldova, Chisinau, Moldova*

“Wonderful venue, surprisingly insightful programme”.

Scott LEE *University of Nevada at Las Vegas, United States of America*



“1st of all thank you very much for very well organized conference, I really enjoy it! I never attend so well-organized conference before.”

Kamila BORSEKOVA *University of MatejBel, Banská Ľupča, Slovakia*

“Thank you for such a thoughtful conference. I particularly enjoyed the opening session speakers and the closing session speakers.”

Paul POPPLER *Bellevue University College of Business, Bellevue, United States of America*



“Really enjoyed the conference, some good key speeches! lovely fruit and of course the paparazzi !!”

Parminder JOHAL *University of Derby, Derby, United Kingdom*

“Nice people, nice discussions, excellent organization! Interesting presentations and ideas. All in all, a perfect conference!”

Timo ZUMBRO *University of Muenster, Germany*





“Excellent conference in every sense. Papers were interesting, innovative and well delivered. Venue and support were perfect. Superb organization of event made for a relaxed, productive opportunity for academic exchange.”

Valerie Priscilla GOBY *College of Business Zayed University, United Arab Emirates*

“The whole conference has been extremely successful and contributed to my research experience. I therefore recommend all to participate in the future IMRA conferences.

Andrews OWUSU *Robert Gordon University, Aberdeen, United Kingdom*



“I would like to thank you and all members of the organizing committee for one of the best organization I involved in. Everything was in perfect order and I enjoyed every session I attended. Hope to see you in future organization.”

Halil YILDIRIM *BulentEcevit University Zonguldak, Turkey*

“A timely effort by IMRA to focus on research works intended for emerging markets which provides lots of technological innovation and business opportunities. I would expect to conduct this event in the coming years also.”

Rifat SHARMELLY *The Australian School of Business, University of New South Wales, Sydney, Australia*



“Very inspiring. Great examples of inter-disciplinary approach. Wide geography of participants is a big plus and advantage of the IMRA Conference.”

Andris OZOLS *Daugavpils University, Duagavpils, Latvia*

“Really an international conference, with a very good organization and opportunities to create relationships for future research activities.”

Luisa BOSETTI *University of Brescia, Italy*



“Excellent”

Abdul TAMBI *UniversitiTeknologi MARA, Perak, Malaysia*

“Very focused event; Good for Networking ; Well Organized ; Friendly!
THANK YOU TOO!! It was a super conference. Really enjoyed it. Met some
super people including you!! Hope all well and keep in touch.”

Stephanie JONES *Maastricht School of Management, Netherlands*



“Wonderful opportunity for post-graduate students to present their research
outcomes.”

Patrick EBEWO *Tshwane University of Technology, Pretoria, South Africa*

“This conference was worth of attending and a very nice experience that I
will remember all my life.”

Maja BRACIC *Student, RIT / American College of Management &
Technology (ACMT), Zagreb, Croatia*



“A very well organized conference. It is beneficial (and) helpful for all
groups of people: Researchers, Businessmen, Students, Academics and
practitioners. It is an appropriate way to flourish and enhance your network
and awareness of different people all over the world. I thoroughly enjoyed all
the conference, it was very well organised. Most of the presentations were so
engaging and very beneficial. It was really a very good experience for me
personally. The conference is over but still it will be remembered due to the way it is
conducted. I do believe that everyone attended is satisfied with the outcome of the conference
and this could only become possible because of the organisers who put their best to organise
it in the best possible manner. I thank you once again for your effort exerted in the conference
and making it one of the memorable events in research activities. Looking forward to
actively participate in any events or activities that will come soon.”

Marwa ANIS *Loughborough University, Cairo, Egypt*

“A multi-disciplinary platform for academics to exchange ideas and research
experience on topical issues with practical relevance. I really liked the
conference and hope to be able to take part in it again. When I came back I did
inform my colleagues about the conference and sent them the links.”

Messaoud MEHAFDI *University of Huddersfield, Huddersfield, United
Kingdom*



“I was highly impressed with the level of support and feedback received on
emailed queries. Very competent organizing team. Thank you!”

Rozenda HENDRICKSE *Cape Peninsula University of Technology, South
Africa*

“Superb in all aspects.”

Mohammad Shajib KHADEM *Vodafone Hutchison Australia Project, Sydney, Australia*



“I would like to congratulate you for the wonderful conference. I also would like to ask you to thank Jeanie (sp.) and Alexandra (sp.) for all the trouble they went through on my account.”

Kaizo BELTRAO *EBAPE/FGV, Rio de Janeiro, Brazil*

Contact details

London, United Kingdom

International Management Research Academy
(IMRA)
34 New House,
67-68 Hatton Garden,
London EC1N 8JY
England
United Kingdom

Bengaluru (Bangalore), India

Indian Institute of Management Bangalore
(IIMB)
Bannerghatta Road,
Bilekahalli,
Bengaluru (Bangalore)
Karnataka 560076
India

Any questions? Due to a large number of emails we are receiving, we kindly request you, before sending us any email for any queries, please spend some time and read carefully the 'Conference Brochure & Call for Submissions' document available on our website. Kindly also read 'Frequently Asked Questions (FAQs)' on <http://www.imraweb.org/faqs>

Emails: (1) For 2015 IMRA-IIMB International Conference: 2015india@imraweb.org

(2) For other queries at IMRA: info@imraweb.org

Websites: (1) Conference Webpage: <http://www.imraweb.org/conferences/2015india>

(2) IMRA: <http://www.imraweb.org>

(3) IIMB: <http://www.iimb.ernet.in>

Join the discussion with the IMRA members on

- Join IMRA Group on LinkedIn: <http://www.linkedin.com/groups/IMRA-International-Management-Research-Academy-4165118>
- "Like" IMRA on Facebook: <http://www.facebook.com/imraweb>
- [Watch](#) Videos & Photos of IMRA
- Follow IMRA on Twitter: <http://www.twitter.com/imraweb>

Disclaimer

This conference is subject to the terms and conditions mentioned on www.imraweb.org/disclaimer changing from time to time.