



# RMC'25

6<sup>th</sup> Rajagiri Management Conference  
14 -15 February 2025

**THEME**

“INNOVATE AND ADAPT: BUILDING BUSINESS RESILIENCE IN A DYNAMIC WORLD”

Venue: Rajagiri Business School



# **Rajagiri Management Conference (RMC) 2025**

## **14th -15th February 2025**

The Rajagiri Management Conference is a distinguished forum that unites multiple conferences across core areas such as Economics and Finance, Human Resources, General Management, Marketing, Operations, Information Systems & Business Analytics. Serving as an influential platform, this event facilitates the exchange of ideas and insights among leading academicians and industry practitioners, fostering advancements in these fields. Through a diverse array of workshops, panel discussions, colloquia, and paper presentations, participants have the opportunity to engage deeply with current research, explore innovative practices, and contribute to the evolving landscape of management knowledge.



## Theme: "Innovate and Adapt: Building Business Resilience in a Dynamic World"

In today's rapidly evolving business environment, characterized by technological breakthroughs such as AI, automation, IoT, rise in remote and hybrid work model, consumer behavior disruptions by new digital platforms, such as social media, influencers, and AI-driven marketing tools, changing financial markets due to cryptocurrencies, decentralized finance (DeFi), and fintech innovation and unpredictable global disruptions exacerbated by global events such as the COVID-19 pandemic, geopolitical shifts, and environmental challenges, the ability to innovate and adapt is more crucial than ever. As organizations navigate the dynamic business environment, they must fundamentally rethink strategies to ensure long-term viability and sustainability. In this dynamic landscape, business resilience—the ability to swiftly recover from challenges and maintain operations in the face of uncertainty—has emerged as a core competency of successful organizations. However, the traditional notion of resilience is evolving. The integration of AI and advanced technologies is transforming how businesses anticipate risks, make decisions, and respond to disruptions. Coupled with the concept of evolutionary resilience, which emphasizes continuous adaptation and learning, businesses are now better positioned to thrive amid uncertainty.



## Objectives

The objective of the conference is to explore the evolving paradigm of business resilience in today's dynamic and disruptive environment. By bringing together experts from diverse disciplines, the conference aims to foster collaborative insights, share best practices, and equip professionals with actionable strategies and tools to foster evolutionary resilience, enabling continuous adaptation, learning, and long-term sustainability.



## Rajagiri Business School, Kochi

Established in the year 2008, Rajagiri Business School (RBS) is part of the Rajagiri Group of Institutions and functions as an autonomous institution that offers PGDM and FPM degrees in management. The business school was established as a result of the indefatigable industry and foresight of a congregation of priests known as Carmelites of Mary Immaculate (CMI), who focuses on high-quality education with a global outlook. The school is nationally and internationally accredited with a diverse faculty mix committed to high-quality teaching and research.

Rajagiri Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB). The PGDM programme of Rajagiri Business School is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), recognized as equivalent of MBA degree of an Indian University by Association of Indian Universities (AIU) and is accredited by the National Board of Accreditation.



## Rajagiri College of Social Sciences (Autonomous), Kochi

For the past five and a half decades, RCSS (Autonomous) has been a beacon of knowledge and hope among the academic community. RCSS (Autonomous), listed as College with Potential for Excellence in Education, has been accredited A++ by UGC's NAAC based on its all-India high score of 3.83/4. The college has consistently ranked in the top two colleges in India for programmes in social work and its management programme was ranked 28th in the NIRF ranking of MHRD, Government of India (GoI). Further, the College won the second spot in the Swachh Campus Ranking 2019 conducted by MHRD as a part of the Swachh Bharat Mission, GoI. The Ministry of Science and Technology, GoI have recognized the college as a Scientific and Industrial Research Organization (SIRO). RCSS (Autonomous), affiliated with Mahatma Gandhi University, Kerala offers a range of programmes from undergraduate to doctoral levels, including B. Com, MBA, MCA, MA (HRM) among others. The college features as one among the 168 institutions in the country listed for the prestigious Study in India programme of MHRD, GoI. The College is presently offering 17 Programmes (Graduate, Postgraduate, Postgraduate Diploma and PhD) under 8 Departments.



## University of Maribor, Slovenia

University of Maribor is recognised as a successful scientific institution, the primary mission and guiding principle of which is the dissemination and enrichment of knowledge. The University of Maribor was established in 1975. It is the second largest and second oldest university in Slovenia with a long tradition. During these years, University of Maribor became a successful scientific institution, the primary mission and guiding principle of which is the dissemination and enrichment of knowledge. It is rapidly developing new areas of activity, testing new study methods and seeking new ways of integrating with its environment. Interdisciplinarity is highly valued, as its faculties cover the natural sciences, mathematics, engineering, medicine, biotechnology, social sciences, humanities and other sciences. By creating a working environment that encourages academic freedom, the University of Maribor wants to encourage the achievement of top scientific and artistic achievements.

## Area: Finance and Economics

### Sub Theme: Reshaping Economic and Financial Resilience in the Dynamic World



The area focusses on bringing together scholars, industry experts, and thought leaders from the fields of Economics and Finance, to explore cutting-edge strategies that empower organizations to thrive in dynamic market environments. A centerpiece of the conference is the **workshop on “Use of Panel Regression in Corporate Finance Research,” led by Prof. Nemiraja Jadiyappa**, Associate Professor, Finance Accounting & Control, IIM Kozhikode, which offers attendees advanced insights into financial analysis methodologies crucial for corporate finance research. Complementing the workshop, there will be paper presentations on the following themes:

- Economic policy and sustainability
- Corporate finance and Governance
- Derivatives and asset pricing
- Financial risk and crisis
- Fintech and financial inclusion

## Area: Marketing

### Sub Theme: Marketing in a Hyper Dynamic Environment

In this conference, marketing area explore the strategies and tools that can help marketers thrive in this dynamic environment. Industry leaders and experts will share insights on fostering innovation in times of uncertainty. By bringing together experts, researchers, and industry leaders, we will delve into how to equip marketing professionals with the knowledge and skills necessary to not only survive but thrive amidst constant change. The conference includes a **Workshop on Experimental Methods** by Prof. Shweta Jha, Indian Institute of Management, Ranchi and Prof. Kishore Gopalakrishna Pillai, Rajagiri Business School, Kochi and **Interaction session with marketing Professor: Prof. Markus Blut** - Durham University, **Prof. Kishore Gopalakrishna Pillai** - Rajagiri Business School, **Prof. Bejoy John Thomas** - Rajagiri College of Social Sciences (Autonomous), **Prof. Shweta Jha** -IIM Ranchi.



#### We welcome research papers, and case studies in the following tracks.

- Consumer Behavior Analysis: Understanding shifts and adapting strategies.
- Service Marketing, Relationship Marketing, B to B marketing
- Customer Experience Management: Strategies for improving overall satisfaction.
- Marketing Strategies: Implementing flexible and responsive strategies.
- Marketing Innovations: Enhancing online shopping experiences.
- Brand Management and Product positioning:
- Brand Storytelling: Creating narratives that resonate in a fast-changing world.
- Crisis Management in Marketing: Navigating challenges and maintaining brand integrity.
- AI and Automation in Marketing: Enhancing efficiency and personalization.
- Digital Advertising Trends: Exploring new formats and platforms.
- Interactive and Immersive Technologies: Using AR/VR for enhanced engagement.
- Social Media Trends: Navigating the latest platforms and engagement strategies.
- Influencer Marketing: Building authentic partnerships with key influencers.
- Ethical Marketing Practices: Balancing data use with privacy concerns.
- Sustainability in Marketing: Promoting environmental and social responsibility.

## Area: Human Resource

### Sub Theme: Reimagining People Management and Workplace Behaviour in the Age of Transformation

The area focus on sub theme of, “Reimagining People Management and Workplace Behaviour in the Age of Transformation,” explores HR’s evolving responsibilities in this age of transformation and disruption. Through this lens, we’ll dive into key areas influencing HR practices, organizational health, and future readiness. The area will have Panel Discussion: on the stated theme and paper presentations on the following themes:

- Recruitment, Selection, and Talent Management in the Age of Industry 5.0
- Emerging Trends in Training & Development
- Managing Performance, Compensation, and Benefits for the New-Age Workforce
- Leadership in Times of Disruption
- The Role of Technology in Fostering Organizational Culture, Change, and Development
- Technology, HR, and the Future of Work
- Spirituality, Employee Well-Being, and Mental Health in a Dynamic World
- Diversity, Equity, and Inclusion (DEI) as Drivers of Resilience and Innovation





## Area: General Management

### Sub Theme: Innovation to address the triple bottom lines of people, profit and planet in organisations in uncertain times

The area aims to bring together national and international academicians, researchers, doctoral students, and practitioners in the field of General Management, to discuss the strategies and practices to survive and surge ahead in turbulent times. The area will have paper presentations on the following themes:

- Social Innovation and Design Thinking
- Ethical Marketing
- Communication in times of crisis
- SDG goals and its implementation
- Indigenous knowledge and environment
- The disruption of the global supply chain and how local businesses are affected
- Agri-business
- Alternate methods of learning (ICT)
- Sustainable Fashion and Recycling
- Stakeholder empathy and engagement in innovation



## Area: Operations, Information Systems & Business Analytics

# Doctoral Colloquium

The Rajagiri Doctoral Colloquium (RDC), organized by the Operations Management and Information Systems & Business Analytics area of Rajagiri Business School, offers a prestigious platform for doctoral students to present and refine their research. The colloquium invites participation from doctoral researchers in the fields of Operations Management, Information Systems, Data Science, and Business Analytics. Doctoral scholars in the relevant area, as well as early-career faculty members interested in pursuing a Ph.D., are encouraged to apply by submitting an extended abstract of their research project (up to 2000 words). Participants will engage in expert-led roundtable discussions, providing a setting for personalized advice, valuable feedback, and networking opportunities with experienced panelists. The event also includes expert talks designed to prepare participants as future leaders in their fields. Key resource persons will be: Prof. Matthew Pepper, School of Business, Wollongong., Prof. Sajeew A George, S. P. Jain Institute of Management and Research. and Prof. Bhasi Marath - Former Director, School of Management Studies, Cochin University of Science and Technology.

## Area: Operations, Information Systems & Business Analytics

# Doctoral Colloquium

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Key resource persons will be:

**Prof. Matthew Pepper** - School of Business, Wollongong.

**Prof. Sajeev A George** - S. P. Jain Institute of Management and Research.

**Prof. Bhasi Marath** - Former Director, School of Management Studies,  
Cochin University of Science and Technology.

# Publication Opportunities & Submission Guidelines

All abstract will be published in the conference proceedings with ISBN number.

The conference provides an opportunity for participants to publish papers in the special or regular issues of the following journals:

- Journal of Strategy and Management (Quartile: Q1)
- Management Decision (Quartile: Q1)
- Journal of Business & Industrial Marketing (Quartile: Q1)
- European Journal of Marketing (Quartile: Q1)
- International Journal of Emerging Markets (Quartile: Q1)
- International Journal of Managerial Finance (Quartile: Q2)

However, the selection of the paper for the conference does not guarantee acceptance for the journals. The Conference details will be available in the following websites:

1. [www.rajagiribusinessschool.edu.in](http://www.rajagiribusinessschool.edu.in)
2. [www.rajagiri.edu](http://www.rajagiri.edu)

## Submission Guidelines

- The paper must accompany an abstract (strictly between 500 and 800 words) and 5-6 keywords.
- The main document should be double-spaced, with one inch margins on all sides, and all pages should be numbered consecutively.
- Text should be formatted in 12-point Times New Roman.
- Papers must be submitted in PDF file format.
- Papers to be submitted through Microsoft CMT

# KEYNOTE SPEAKERS



## Professor Markus Blut

Professor in Marketing and  
International Business

Durham University Business School.

Markus is a professor in Marketing and International Business at Durham University Business School. His research interests are focused on service marketing, retail management, and international business. He is particularly interested in new service technologies, international service marketing, retailing strategies, online retailing, consumer behavior, and relationship marketing. Markus has published more than 210 articles in established journals, books, and proceedings, including the Journal of

the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, Journal of Product Innovation Management, International Journal of Research in Marketing, Journal of the Association for Information Systems, British Journal of Management, Journal of Business Research, Psychology and Marketing, Industrial Marketing Management, Marketing Letters, European Journal of Marketing, International Marketing Review, and Information and Management. He has published 26 articles in AJG 4- and 4\*-rated journals, as well as in FT 50 journals. Markus serves as an associate editor of the Journal of Service Research and he is a member of the Editorial Review Boards of Journal of Retailing, Journal of Service Research, and Journal of Business Research.

He frequently reviews articles for journals such as Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, Journal of Product Innovation Management, Information Systems Research, Journal of the Association for Information Systems, International Journal of Research in Marketing, and British Journal of Management.

# KEYNOTE SPEAKERS



**Prof. Dr. Igor Vrečko**

Professor,  
Faculty of Economics and Business,  
University of Maribor

Prof. Dr. Igor Vrečko is a Full Professor at the Faculty of Economics and Business, University of Maribor, where he also serves as the Vice-Dean for Development Projects and Cooperation with the Environment. Prof. Vrečko has played a pivotal role in advancing project management practices in Slovenia. He served as the Director of the IPMA International Project Management Certification Process for Slovenia from 2007 to 2014.

Additionally, he was the Vice President of the Slovenian Project Management Association (2006–2014) and has been its President since 2014, contributing significantly to the professionalization and promotion of project management in the region.



**Prof. Dr. Polona Tominc**

Dean,  
Faculty of Economics and Business,  
University of Maribor

Prof. Dr. Polona Tominc is a full professor specializing in quantitative methods in business studies and serves as the Dean of the Faculty of Economics and Business at the University of Maribor. She is also the Head of the Department of Quantitative Economic Analysis. Prof. Tominc leads the Slovenian Research Agency-funded program "Entrepreneurship for an Innovative Society" and is a member of the Global Entrepreneurship Monitor Slovenia team, as well as the international research team DIANA, which focuses on women entrepreneurship.

With extensive expertise in quality assurance, Prof. Tominc has been an evaluator for higher education institutions and study programs since 2010, working with the Slovenian Quality Assurance Agency (SQAA) and international accreditation bodies. She has also served as Director of Accreditation for the European Council for Business Education (ECBE) and continues as a member of its Advisory Board.

Prof. Tominc has co-authored chapters in scientific monographs and published papers in renowned journals. Her research interests span entrepreneurship, methodological approaches in business studies, and female entrepreneurship.

# Domain Experts



**Prof. Matthew Pepper**

School of Business, Wollongong

Prof. Pepper completed Ph.D. from the University of Wollongong, Australia. His research contributions have been published in renowned journals such as International Journal of Lean Six Sigma, The TQM Journal, and Journal of Manufacturing Technology Management. Prof. Pepper serves on the Editorial Advisory Boards for the Journal of Manufacturing Technology Management, the International Journal of Lean Six Sigma, and the International Journal of Information and Operations Management Education.



**Prof. Sajeew A George**

S. P. Jain Institute of Management and Research

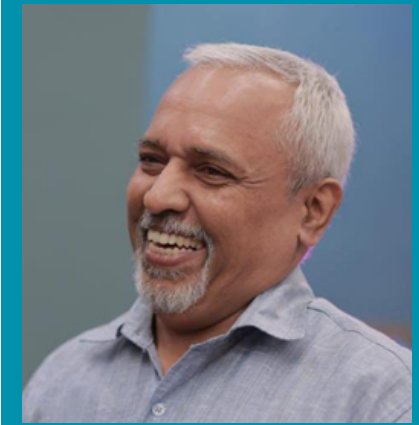
Prof. Sajeew A George completed Ph.D. from the Indian Institute of Technology, Bombay, specializing in Industrial Engineering and Operations Research. His research contributions have appeared in esteemed journals such as Annals of Operations Research and Benchmarking: An International Journal. His research and efforts have been recognized through 'Emerald Outstanding Paper Award' by Emerald and 'IBM Faculty Award' by IBM.



**Prof. Bhasi Marath**

Former Director,  
School of Management Studies, CUSAT

Prof. Bhasi Marath completed Ph.D. from IIT Kharagpur in Industrial Engineering and Management. His research contributions have been published in leading journals such as Production Planning & Control, International Journal of Computer Integrated Manufacturing, and Accident Analysis & Prevention. Prof. Bhasi Marath served as former Dean and Member of the Cochin University and Kannur University syndicates. Former Managing Director of CONSUMERED, Kerala. Guided 17 Ph.Ds in his academic career spanning more than 3 decades.



**Mr. Vinay Balakrishnan**

Founder & CEO,  
Thooshan

Vinay Balakrishnan stands out as the visionary founder and CEO of Thooshan, a pioneering brand known for its eco-friendly biodegradable tableware made from agricultural waste like wheat and rice bran. His entrepreneurial journey in the realm of sustainability marks a significant shift after an extensive and diverse three-decade career in the corporate sector. His professional background encompasses a broad spectrum, including medical sales, human resources in the Indian Railways, banking, and life insurance.

# Resource Persons for Workshop



**Prof. Nemiraja Jادیappa**

Associate Professor  
IIM Kozhikode

Prof. Nemiraja Jادیappa completed Ph.D. from IBS Hyderabad. His research has been featured in prominent journals such as International Journal of Managerial Finance, International Review of Finance, and Sustainability Accounting, Management, and Policy Journal.

He specializes in research areas including Corporate Finance, Financial Management, Security Analysis, Investment Banking, Financial Markets and Institutions, and Corporate Governance. He also conducts doctoral seminars on Corporate Finance and Corporate Governance.



**Dr. Shweta Jha**

Assistant Professor  
IIM Ranchi

Dr. Shweta completed Ph.D. in Marketing from IIM Indore. Her research work has been published in prestigious outlets such as the Journal of Product and Brand Management and the proceedings of the North American Association for Consumer Research.

Dr. Shweta focuses her research on Consumer Psychology, Self-Control, Consumer Biases, Framing, Numerical Cognition, Behavioral Pricing, and Judgment and Decision Making. She employs experimental methodologies, including both laboratory and field experiments, to investigate these areas.



**Dr. Kishore Gopalakrishna Pillai**

Dean & Director,  
Rajagiri Business School, Kochi

Dr. Kishore Gopalakrishna Pillai completed Ph.D. from Florida State University. His papers have been published in leading journals such as the Journal of Retailing, Research Policy, International Journal of Research in Marketing, Journal of Product Innovation Management, British Journal of Management, Thinking and Reasoning, Journal of Business Research, etc. Dr. Kishore focuses his research on consumer knowledge, social networks, and retailing. He was honored with the Brand Leadership Award at the Asia Brand Congress 2008 for his contributions to the marketing profession



# Registration & Important Dates

## Registration Fees

Category	Conference Fee	Workshop only	Conference & Workshop	Doctoral Colloquium
Participation Fee	1000 INR	600 INR	1600 INR	-
PG Students (India)	1000 INR	600 INR	1600 INR	1200 INR
Research Scholar	1600 INR	600 INR	2200 INR	1800 INR
Faculty	2000 INR	600 INR	2600 INR	2200 INR
Corporate	2400 INR	600 INR	3000 INR	2600 INR

[CLICK HERE TO REGISTER](#)

### PAYMENT DETAILS:

Account Name: Rajagiri College of Social sciences  
Account Number : 0587053000000245  
IFSC Code : SIBL0000587  
Branch : Rajagiri Valley  
Bank : South Indian Bank

Deadline for Submissions :

25th January, 2025

Acceptance  
intimation

30th January, 2025

- *The registration fee includes a conference kit, conference proceedings, tea, and networking lunch on both days.*
- *The Rajagiri Management Conference 2025 offers hybrid participation.*

[Click here for Paper/Extended Abstract Submission \(CMT\)](#)

## Accommodation

On request, accommodation for authors presenting papers can be arranged on campus during the conference days on a twin-sharing basis. Please note that there will be an additional charge of INR 1500 and availability will be on a first-come-first-serve basis.

## Convenors

Dr. Ayana Johny : [ayana@rajagiri.edu](mailto:ayana@rajagiri.edu)

Dr. Tharun Thomas : [tharun@rajagiri.edu](mailto:tharun@rajagiri.edu)

Kindly send the enquires to : [rmc25@rajagiri.edu](mailto:rmc25@rajagiri.edu)



Rajagiri Business School

Valley Campus

Rajagiri Valley P.O., Kakkanad,  
Kochi - 682 039, Kerala, India.

T: +91-484-2660601

E: [rmc25@rajagiri.edu](mailto:rmc25@rajagiri.edu)