

## Proposed tracks along with indicative sub-themes

<p><b>Track I: Innovative general management strategies &amp; entrepreneurship</b></p> <ul style="list-style-type: none"> <li>✦ Cross-cultural management and innovation</li> <li>✦ Core competence and strategy innovations</li> <li>✦ Green innovation and sustainability</li> <li>✦ Innovations in business intelligence</li> <li>✦ Innovations in environment management</li> <li>✦ Intellectual property and knowledge management</li> <li>✦ Business performance management</li> <li>✦ Entrepreneurship</li> <li>✦ Creative economy</li> <li>✦ Corporate Entrepreneurship</li> <li>✦ Situational Leadership</li> </ul>	<p><b>Track II: Innovative people management strategies</b></p> <ul style="list-style-type: none"> <li>✦ Team building</li> <li>✦ Organizational communication &amp; information management</li> <li>✦ Innovative practices in human resource management</li> <li>✦ Building high performance organizations</li> <li>✦ Innovative HR branding strategies</li> <li>✦ Innovative organization change and effectiveness strategies</li> <li>✦ Creating high-performance workplaces</li> <li>✦ Innovation in talent management practices</li> <li>✦ Innovative compensation practices and people management</li> <li>✦ Diversity at workplace</li> </ul>
<p><b>Track III: Innovative finance strategies</b></p> <ul style="list-style-type: none"> <li>✦ International financial markets and financial modeling/ applied financial economics</li> <li>✦ Financial globalization and sustainable finance</li> <li>✦ Rethinking banking and finance: money, market and models</li> <li>✦ Recent advances in corporate finance/corporate financing decision and financial reporting</li> <li>✦ Asset pricing and risk diversification</li> <li>✦ Volatility in financial markets</li> <li>✦ Financial Econometrics</li> <li>✦ Lessons from global financial crisis</li> <li>✦ Sovereign wealth funds</li> <li>✦ Mergers, acquisitions &amp; corporate restructuring</li> <li>✦ International financial management: role of currency futures</li> <li>✦ Performance of mutual funds</li> <li>✦ Financial reporting and corporate governance</li> <li>✦ Accounting Standards: IFRS vis-à-vis Indian Accounting Standards</li> <li>✦ Emerging trends in accounting</li> </ul>	<p><b>Track IV: Innovative marketing strategies</b></p> <ul style="list-style-type: none"> <li>✦ Innovative marketing strategies</li> <li>✦ Innovations in retail management</li> <li>✦ Innovations in rural market</li> <li>✦ Innovative approaches for market to the Bottom of Pyramid</li> <li>✦ Innovative ways of measuring the success of relationship building strategies</li> <li>✦ Social media marketing</li> <li>✦ Green marketing</li> <li>✦ Innovative marketing communications</li> <li>✦ Innovations pertaining to customer value</li> <li>✦ Contemporary issues in marketing</li> <li>✦ B-to-B and industrial marketing</li> <li>✦ Innovative approaches to understand consumer psychology</li> <li>✦ Product &amp; corporate branding</li> <li>✦ Service innovation</li> </ul>
<p><b>Track V: Innovative operations strategies</b></p> <ul style="list-style-type: none"> <li>✦ Lean six sigma</li> <li>✦ Innovations and technology</li> <li>✦ Value Chain Planning and execution</li> <li>✦ Innovations in logistics and supply chain</li> <li>✦ Project management</li> <li>✦ Management of international operations</li> <li>✦ Enterprise Resource Planning</li> </ul>	