



**SNES INSTITUTE OF
MANAGEMENT STUDIES
AND RESEARCH**

Affiliated to University of Calicut & Approved by AICTE



Call for Papers

SNES INSTITUTE OF MANAGEMENT STUDIES & RESEARCH

In Association with

CALICUT MANAGEMENT ASSOCIATION



On

DIGITAL DISRUPTION AND HUMAN INGENUITY: THE NEW MANAGEMENT EQUATION



**9th & 10th October
2025**



Selected papers will be published in ISSN Peer Refereed Research Journal 'SNES Global Journal of Management Studies & Research (SNES JOMAR) after critical review

SNES Institute of Management Studies and Research,

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About IMSAR

SNES INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH SNES-IMSAR, a nationally recognized B School is owned and operated by the Sree Narayana Education Society, Calicut. The institute offers a two-year MBA Programme approved by the AICTE and is affiliated with the University of Calicut. Founded in 2009 at Kunnammangalam, Calicut, the Institute of Management Studies and Research (IMSAR) is a distinguished initiative of the Sree Narayana Education Society, Calicut. Over the past 15 years, IMSAR has grown into a prominent institution for management studies, renowned for its academic rigor and industry-oriented approach. Our goal is to shape young individuals into confident and skilled professionals who can effectively tackle challenges and transform them into opportunities for personal and professional growth. With advanced facilities and extensive learning opportunities, IMSAR equips MBA aspirants with the essential skills and competencies required to excel in both business and society.

About the CMA

Calicut Management Association popularly known as CMA is one of the most vibrant Local Management Associations (LMAs) affiliated to the All India Management Association(AIMA), New Delhi. CMA is quite an active LMA dedicated to the enhancement of management capability in their professional community. Set up in 1996 at Calicut, CMA is a body of management experts, professional managers, entrepreneurs, businessmen and academicians interested in promoting the cause of professional management. CMA has won several recognitions from AIMA, including the Runner-up position at the national level for the “Best Local Management Association Award” for 2017-18 and the “Best Local Management Association Award” for 2018-19 for its outstanding work in spreading management thought in the region.

About the Conference

In today's fast-evolving global environment, businesses are confronted with unprecedented challenges and opportunities driven by technological disruption, changing consumer behavior, sustainability imperatives, and geopolitical uncertainties. To remain competitive, business leaders, academicians, and researchers must continuously explore innovative strategies and adaptive frameworks. This conference is a vital platform that addresses this need by fostering interdisciplinary dialogue and knowledge-sharing among scholars, practitioners, and students. By engaging with emerging trends and pioneering research, the conference aims to contribute to the development of resilient, ethical, and future-ready business practices.

CONFERENCE TRACKS

GENERAL MANAGEMENT

- Digital Transformation and Emerging Technologies.
- Innovation in Supply Chain and Logistics.
- Startup Ecosystem and Entrepreneurial Trends.
- Workplace and Social Transformation.
- Economic Policy and the Digital Economy.
- Green and Sustainable Management.

MARKETING

- Consumer Behavior and Psychology
- Digital Marketing and Social Media Strategies.
- Marketing Analytics and Technology Integration.
- Global and Cross-Cultural Marketing.
- Sustainable and Ethical Marketing Practices.

FINANCE

- Fintech, AI, and Emerging Financial Technologies.
- Investment Strategies and Wealth Management.
- Global Finance and Economic Stability.
- Sustainable and Inclusive Finance.
- Risk Management and Alternative Financing Models.

HUMAN RESOURCE MANAGEMENT

- Agile and Strategic HR Practices
- Workplace Well-being and Work-life Integration
- Equity, Inclusion and Labor Reforms
- Talent Management and Leadership Development
- Technology and Analytics in Human Resources
- Sustainable and Future-Ready HR Practices

PAPER SUBMISSION GUIDELINES

TECHNICAL INSTRUCTIONS (Abstract & Full Paper Submission)

- Academicians, research scholars, practitioners from the industry, members of professional bodies and students are invited to contribute papers on topics related to the theme of the conference.
- All submissions should be original and previously unpublished research work.
- All papers submitted to the conference will be subjected to blind peer review. The decision of the reviewers is final and binding.
- Language: English.
- Length: Abstract – 300 words (italics) & Full paper – 3000 to 5000 words (both excl. title page & References).
- Margins: 2.54 cm/1 inch.
- Font: Times New Roman (12 point for content and 14 point for headings and title).
- Line spacing: 1.5.
- Title page: Title (14 point & bold), Author(s) name (12 point) centered with affiliations in footnotes and email address.
- Keywords: 4(italics).
- References should be in APA format.
- Figures, charts, photos and tables within the paper should have proper numbers and descriptions.
- Mode of presentation: Offline.

PUBLISHING

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IMPORTANT DATES

Abstract Submission : 10th August, 2025
Abstract Acceptance : 15th August, 2025
Final Paper Submission : 15th September, 2025
Final Paper Acceptance : 20th September, 2025
Registration last date : 22nd September, 2025

PAYMENT

Registration fee for academicians/research scholars/industry professionals : ₹300/-
Registration fee for students : ₹250/-

- For multiple-author paper/case paper submissions, at least one participating author must make registration (Max.2 authors).
- If the co-author needs a copy of proceedings an additional Rs.200/- needs to be paid.

Mail id to send papers to: **imsarimacon@gmail.com**

The details of the conference and registration available on the official website: www.imsar.ac.in

MODE OF PAYMENT

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