

Centre for Contemporary Management Research (CECMAR), the research wing of Bharathidasan Institute of Management (BIM), Trichy has been organising ATHENAEUM, one of the most prestigious management research conferences in Asia-Pacific, Middle-East, Europe and Africa (APACMEA) for over a decade. Over the years ATHENAEUM, has carved a niche for itself in the management research space as being an effective forum to discuss ideas in contemporary management, sowing seeds of innovation and development. ATHENAEUM has built reputation for a quality -focused and serious research conference in India with eminent scholars, academicians and researchers across the world contributing their research works across various areas of management and allied areas.

### Event and Theme

In a world of constant change, shifting paradigms can quickly change the business environment. While transformation to data-driven, smart and digital business has turned out to be a new world order, understanding the broader environment in which the business operates has become the foundation for holistic strategy development. With interdependent business ecosystems, management of assets – human, intellectual, operational, capital and financial – that cross traditional enterprise boundaries has emerged as one of the major problems for management and leadership. Sudden dialogue on the trendy acronym, VUCA (volatile, uncertain, complex and ambiguous) world – which the present scenario rightly reflects, is questioning the preparedness while creating a sense of urge to rethink how management practice should be altered. Influences of institutional and customers' behaviours became more intense and therefore, effective analysis of individual and managerial psychology has emerged as critical for organizational management and performance. Adding to these, shifting patterns in globalisation are raising new concerns about future of global trade and economy.

In such accelerating business environment, strategy-making involves having an awareness of the big picture and finding ways to play a role in it. Insights into the changing business environment can capture true value and benefit their strategic positions in the future, if organizations convert them into action. Exhaustive research has to be carried out to explore how theory and research can be integrated into business academics and management practice suitable for this shifting global environment. Theme for ATHENAEUM 2018 is, therefore 'Shifts in Global Business Environment.'

### Conference Highlights

ATHENAEUM 2018, with the theme "Shifts in Global business environment" was held on February 9<sup>th</sup> – 10<sup>th</sup> 2018 at IIT Madras, and witnessed the gathering of eminent scholars, academicians and researchers sharing their research works across different streams of management and it served as an effective forum to discuss ideas, sow seeds for innovation and development while offering a completely new perspective from the high- profile practitioners, thought leaders in the respective fields.

Dr Karuthiah Pandian, Director of Bharathidasan Institute of Management, Trichy welcomed the chief guest, scholars and delegates from various parts of the world and insisted the importance of managerial research. The conference was inaugurated by Padma Bhushan Dr. Mrutunjay Athreya Ph.D. (Harvard), one of the founders and pioneers of Indian management movement and education. He delivered a keynote address to the academicians, practitioners, researchers and Young Scholars who were present. Padma Bhushan Dr. M. B. Athreya, while delivering his address at Athenaeum 2018 on *Tectonic*

*Shifts in 21<sup>st</sup> century Global Business Environment* termed VUCA as the grandchild of uncertain environment, which necessitates the internal rate of change of organisations to be greater than the external rate, for the organizations to sustain.



Padma Bhushan Dr. M.B. Athreya Delivering Inaugural Address

Mr. Raguhvir Srinivasan, Senior Associate Editor, The Hindu-Business Line spoke about Shifts in Global Business Environment where he touched upon the Domestic Changes in India and role of MSMEs in the growth of our economy and how the country has evolved as a cashless economy through Demonetization and how GST has made seamless tax regime and how the Insolvency and Bankruptcy code works to keep a check on NPA's and to take care of Sick Assets.

Shri V M Hariram, Head - Organisation Capability, TVS & Sons Private Limited, Chennai spoke about the Organisation Capability and Development Strategies for the VUCA World. The Valedictory function was presided over by Mr. D. Ravichandar, CEO of JSW steel, Salem Works, who shared his insights on the challenges in the manufacturing sector and called for India to shift from consumption to a manufacturing economy. He also stressed that major contribution had been from IT and ITES over the years for India and mentioned that Manufacturing formed the core and until it delivered, there wouldn't be any leverage for our country to be a major contributor in exports.

ATHENAEUM 2018, VII Global Management research conference to be held on 9th – 10th February 2018 at IC & SR, IIT-Madras campus, Chennai, dived into exemplary research insights that point at a new direction. It offered new perspectives from concrete facts that practitioners might include in their strategies and their own practices as they prepare for the future. Ten technical Sessions across different

tracks/themes viz., Strategies and Leadership for VUCA World, Managing in the Digital, Smart & Analytics Age, Economics in the New World Order, Influence of Human Psychology, Technology Enabled Business/Digital Transformation, Managing Operational Excellence, Marketing in the Digital Age, etc., in addition to special sessions by industry experts have provided insights into the changing business environment and deliberated on how organisations should navigate or manage through such shifts to capture true value and benefit their strategic positions in the future.

Research papers (Full Paper or Work-in-Progress or Extended Abstracts) were presented by academicians, research scholars, business consultants and practitioners from India and abroad. The conference received 108 proposals from 190 researchers across various countries viz., India, Bangladesh, Malaysia, Mexico, USA, Spain, Japan, etc. The scientific committee shortlisted 85 proposals for paper submission. After employing double-blind review process involving expert reviews from premier institutions, 52 papers were accepted for presentation. The double-blind review process involving expert reviewers in different domains facilitated providing feedback to the researchers on various aspects like Purpose, Methodology, Originality/Value, Implications, etc., of their research contributions. For the first time, ATHENAEUM also extended invite to budding young scholars to provide an avenue for the students to put forth their research works and an opportunity to contribute towards the field of contemporary management research.

### **Contributions from Premier Institutions and Organisations**

ATHENAEUM 2018 received research contributions from several premier institutions/organisations from India and abroad like IIT-Madras, Faculty of Management Studies, Delhi, IIT-Delhi, XLRI-Jamshedpur, TAPMI, LIBA, IBS-Hyderabad, Great Lakes Institute of Management, Kirloskar Institute of Advanced Management Studies, National Institute of Technology-Kurukshetra, NIT Karnataka, National Institute of Technology-Trichy, Amity Business School, Noida, VIT Chennai, Amrita School of Business, CMS Business School, PSG Institute of Management, KCT Business School, Reva University-Bangalore, University Center of Economic and Managerial Sciences University of Guasalajar - Mexico, Daffodil International University-Bangladesh, Bridgewater State University- USA, Tohoku University- Japan, Universiti Utara Malaysia, Hindustan Aeronautics Ltd., Kanzen Institute Asia Pacific Pvt. Ltd., ORGDYNE Training & Consulting, LLC- USA, South Asia Fast Track-Mumbai, Vignesh Business Consultants, Panache Safety Solutions, ACE Business Consultants, Mumbai, etc.,

### **Best Paper Awards**

Among full-papers accepted for conference, Best Paper Awards (Certificate of Merit + Cash Prize INR 10000 each) were awarded one from general, one from scholar and one from young scholar categories. The following research papers were awarded Best Papers under General, Scholar and Young Scholar Categories respectively based on the evaluation scores given by the panel members in each Technical Session:

#### **i) General Category:**

##### ***Lean Implementation in a Forging MSME in India: A Case Study***

Mr. Ganesh Thanjavur Natarajan, Lean Consultant, Kanzen Institute Asia Pacific Pvt. Ltd., Chennai, India

Mr. Thirumani Muniswami Iyer Venkatesan, Ph.D. Scholar, VIT Business School, VIT University, Vellore, India

#### **ii) Scholars Category:**

##### ***Demystifying the Nexus between Climatic Conflict, Economic Growth, Financial Development and Novel Indicators: A Cross-Country Study of Developed vs. Developing Nations***

Ms. Megha Jain, Research Scholar, Faculty of Management Studies, University of Delhi, India  
Ms. Aishwarya Nagpal, Research Scholar, Faculty of Management Studies, University of Delhi, India

### iii) Young Scholars:

#### ***Electric Vehicles in India: Benefits, Current Market Scenario, Challenges***

Ananth P Hegde, Kirloskar Institute of Advanced Management Studies, Yantrapur, Harihar, India

Pankaj Kumar, Kirloskar Institute of Advanced Management Studies, Yantrapur, Harihar, India

Saumya Ambastha, Kirloskar Institute of Advanced Management Studies, Yantrapur, Harihar, India

### Conference-based Publication(s)

1. The conference offered opportunity to publish standard research works in the February 2018 and forthcoming issues of ISSN based Journal - *The Journal of Contemporary Management Research (JCMR)*, published by CECMAR.
2. Selected papers presented in the conference will be published as an ISBN book titled "*Shifts in Global Business Environment – Research Insights for Business and Economy*" by CECMAR, BIM-Trichy.