

ATHENAEUM 2016

A Brief Report

Event & Theme

'Athenaeum' is an international conference on Management Research conducted every year by "Center for Contemporary Management Research (CECMAR)," the research wing of Bharathidasan Institute of Management (BIM). The 7th edition of ATHENAEUM was announced during March 2015 and the conference was held on 12th & 13th February 2016 in SRM Hotel, Trichy.

The new world order has created new environment and opportunities setting new expectations, competition and challenges. Organizations and markets are in transition towards digital, smart and network age. Emerging trends and practices have established higher standards setting new benchmarks. In view of these macro trends, it was felt that ATHENAEUM 2016 can provide a forum for dialogue on mastering the key challenge of managing transformation through research. Therefore, the program committee chose "Managing Transformation" as the key-theme for ATHENAEUM 2016.

Conference Summary

The conference was chaired by Dr. S. Karuthiah Pandian, Director, Bharathidasan Institute of Management, Trichy. Dr. Sunder Ramaswamy, Officiating Director and Distinguished Professor, Madras School of Economics Chennai, was the Chief Guest and Key-Note Speaker for the Event. Dr. Ramaswamy inaugurated ATHENAEUM 2016 and later delivered keynote address on "*Trade, Technology and Economic Transformation.*" With a mix of researchers, thought leaders and practitioners in their respective fields, 'Athenaeum 2016' provided impulses to the emerging global dialogue on mastering the key challenge of managing transformation.



Research papers (Full Paper or Work-in-Progress or Extended Abstracts) were invited from academicians, research scholars, business consultants and practitioners from India and abroad. The conference received 68 proposals from 112 researchers across 5 different countries viz., Bangladesh, Malaysia, Hungary, UK and India. The scientific committee shortlisted 55 proposals for paper submission. After employing double-blind review process involving expert reviews from premier institutions, 42 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. Finally, thirty research papers were scheduled for the conference.

The conference was organised into six technical sessions under five different tracks viz., *Managing in the SMAC Age, Managing Talent and Building Competence for Future, New Age Markets and Management, Business, Economy and Society and Decoding Finance*. These technical sessions were chaired by experts from IIT-Madras, NIT-Trichy, etc., while internal experts acted as the track directors.

Contributions from Premier Institutions

ATHENAEUM 2016 received contributions (Full/WIPs) from several premier institutions like IIM-Calcutta, IIT-Delhi, NITIE-Mumbai, XLRI-Jamshedpur, TAPMI, LIBA, IBS-Bangalore, Open University-UK, Corvinus University-Budapest Hungary, National University of Malaysia, International Islamic University-Malaysia, United International University-Dhaka, etc.

Value-Added Sessions

Apart from paper presentations, participants also had an opportunity to explore the possibilities of new areas of research, research tools, and to learn how to publish in high impact journals. These insights were delivered by expert team from academics and non-academics. Mr. Ashok R Sanketi, CEO, Kaybase /Knowledge Base, Chennai, delivered interactive session on “Trends in Qualitative Research” while Dr. S. Jaya Krishna and Prof. Abhishek delivered sessions on “Publishing in High Impact Journals” and “Exploring Philosophical Basis of Management Theories.”

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 and one from scholar categories. The following research papers were awarded Best Papers under General and Scholar Categories respectively:

1. “*Mediation Effect of Service Quality between Service Innovation and Customer Word of Mouth in Indian Higher Education System*” by Mr. Sridhar, PhD Research Scholar, VIT Business School, and Dr. P. Ganesan, Senior Professor, VIT Business School.
2. “*Knowledge of Consumers towards CSR Initiatives of FMCG Industries using Structured Equation Modelling*” by Ms. R Manimalar, Vels University, School of Department Studies.

Conference-based Publication(s)

1. The conference offered opportunity to publish standard research works in the March 2016 issue of The Journal of Contemporary Management Research (JCMR), published by CECMAR.
2. The proceedings of the conference with ISBN were published in electronic form.
3. Selected papers were edited and published as book titled “*Managing Transformation – Research Insights for Business and Economy*” by CECMAR through Excel Publishers.

Valediction

Dr. P. Vijayaraghavan, TTK Chair Professor (Retd.) Dept. of Management Studies, Indian Institute of Technology, Chennai was the Chief Guest for the Valediction function held on 13th Feb 2016.