



January 11 - 12, 2023

A Report

By

PSG Institute of Management



International Conference on Contemporary Research in Management - ICCRM 2023

The two-day conference themed "Realigning research to build resilience" received 150 abstracts out of which, 30 were rejected. Out of the 120 abstracts accepted, ICCRM received 101 full papers. After a review, 72 papers were curated and scheduled for presentation. To garner participants as delegates, a half-page advertisement was released in The Hindu newspaper.

International Conference on Contemporary Research in Management
 PSG Institute of Management
 PSG College of Technology
 Jan 11-12, 2023
 97 YEARS IN NATION BUILDING

Invited Speakers

 Dr. R. Nandagopal President, Association of Indian Management Schools	 Dr. Gary Insch Professor, University of Toledo, USA	 Dr. Liad Wagman Stuart School of Business, Illinois Tech, USA	 Dr. P. Kanagasabapathi Member, ICSSR, New Delhi	
 Dr. Anne Balazs Dean, University of Toledo, USA	 Dr. Mohammed Ali Sharafudeen Chiang Mai University, Thailand	 Dr. Sharmini Gopinathan Multimedia University, Malaysia	 Dr. Stephen Wengler Hof University, Germany	 Dr. Pavankumar NIT - Karnataka
 Dr. Muraliraman Deputy Vice Chancellor Asia Pacific University, Malaysia	 Dr. Sridhar Sundaram Dean, College of Business and Economics, California State University, Fullerton, USA	 Dr. Magiswary Deputy Dean, Research and Industrial Collaborations, Multimedia Univ, Malaysia	 Dr. Maniam Kallianan Professor Nottingham University Business School, Malaysia	 Dr. Aroon P Manoharan Faculty, Institute for Public Service, Director, NCP, Sawyer Business School, Suffolk University

Workshop on Lean Six Sigma and Bibliometrics
 11-1-2023 Wednesday 2 to 5 PM
Workshop on Lean Six Sigma for Engineers & Managers - An integrated framework for Continuous Improvement
 Dr. Mohammad T. Khasawneh
 Chair, Systems Science and Industrial Engineering, Binghamton University

Workshop on Bibliometrics
 12-1-2023 Thursday 10.30 AM to 12.30 PM
Workshop on Bibliometrics
 Dr. Dhaval Maheta
 Professor,
Veer Narmad South Gujarat University

For Registrations, Scan the QR Code
 Dr. Thiyagarajan
 9994288901

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Dr. Anne L. Balazs, Dean, John B. and Lillian E. Nell College of Business and Innovation, University of Toledo, USA	Dr. Krishnar Chandrasekaran , Professor, Faculty Director - Professional MBA programs Director - India Strategy, Florida International University, USA	Dr. Mohd Fairuz bin Abd Rahim , Dean Faculty of Management (FOM), Multimedia University, Persarua Multimedia, 63100, Cyberjaya, Selangor
Dr. Hassan HassabElnaby , Dean, State US Bank College of Business, Northern Kentucky University, USA	Dr. Kamalazhban T. J. , Professor, Department of Management Studies, IIT Madras	Mrs. Kirathika Ragupathi , Associate Director, Centre for Development of Teaching and Learning, NUS, Singapore
Dr. George Loderfos , Dean, Leeds Business School, Leeds Beckett University, UK	Dr. Janaina Siegler , Faculty, Lacy School of Business, Butler University	

Inaugural

ICCRM 2023 was inaugurated on January 11, 2023. Dr. V. Srividya the Conference Director and Director i/c PSGIM welcomed the gathering. Dr. R. Deepa, Convener of ICCRM presented an overview of the conference which had 72 curated papers from India and abroad, scheduled for presentation. The book of abstracts was released by Dr. K. Prakasan, Principal, PSG College of Technology. Dr. R. Nandagopal, President, Association of Indian Management Schools in his keynote reiterated the need and significant role of research in Academics. Dr. Gary Insch, Professor, University of Toledo in his keynote address connected resilience and research in line

with the theme of the conference. Dr. R. Rudramoorthy, Director, PSG CARE felicitated the Conference Team.



K-league

A highlight of ICCRM 2023 organized by PSG Institute of Management is the K-league in which academicians from three different countries discussed their papers mutually. It was indeed an enlightening session for the audience who listened to the research perspectives on Mental Health from Malaysia (Dr. Sharmini Gopinathan, Multimedia University), Adoption of Industry 5.0 in Thailand's sea food processing industry (Dr. Mohammed Ali Sharafuddin, Chiang Mai University, Thailand), and engineering education for sustainable development (Dr. Pavan Kumar, NIT Karnataka) from India.



Leveraging EBSCO for Wholesome Research

Mr. Bharath Kannan, Business Manager, EBSCO presented a session on how researchers can leverage the database for wholesome research. Faculty members and scholars benefitted from this session.

Workshop on Lean Six Sigma for Engineers and Managers

Dr. Mohammed Khasawneh, Professor, Binghamton University delivered a half-day workshop on Lean Six Sigma to a diverse group of participants including Industry, academia and students specializing in operations. It was indeed a valuable and knowledgeable workshop.

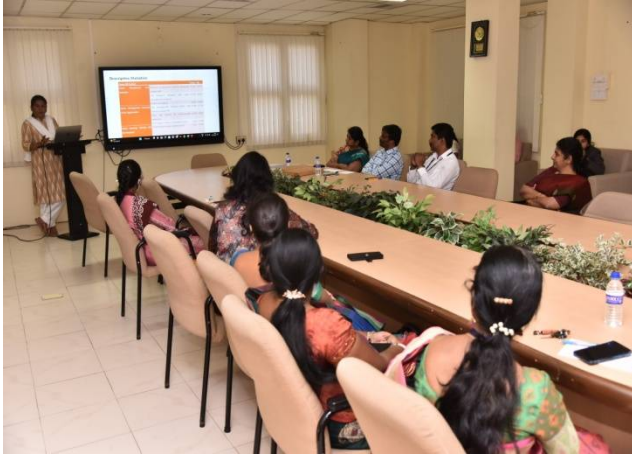


Workshop on Bibliometrics

Dr. Dhaval Maheta, Professor Veer Narmad South Gujarat University delivered a workshop on bibliometrics in which the attendees of the conference participated.

Paper presentations

PSGIM's International Conference had paper presentations in 17 tracks in seven different disciplines Marketing, Finance, HR, Decision Sciences, Case studies and student papers. There were 72 curated papers that were presented in these sessions and in each discipline a best paper award was presented. The tracks had eminent academicians from across the world as the Chairs. The details of track chairs and sessions are presented in the Annexure. The participants benefitted from the constructive remarks given by the session chairs



Best Paper Awards

Based on the evaluations of the track chairs, one best paper award was presented in each track.

Case Study

NATIONAL STOCK EXCHANGE OF INDIA – ROLE OF BOARD, MD, AND CEO - CO-LOCATION SCAM -2016 by Dr. S.N.V. Siva Kumar, Dean, Professor of Economics, Dr Asha Prasuna, Professor Area Chairperson – Economics, Department of Economics, K J Somaiya Institute of Management, Somaiya VidyaVihar University (SVU)

HR

PREFERENCE OF HYBRID WORK CULTURE AMONG MULTI-GEN WORKFORCE WORKING IN IT SECTOR by Dr. K. Nithya Kala, Assistant Professor, Department of Business Administration, PSGR Krishnammal College, Dr. K. Vidyakala, Head of the Department, Department of Business Administration, PSGR Krishnammal , Ms. M. Josephin Remitha, Assistant Professor, Department of Business Administration, PSGR Krishnammal

Finance

A LONGITUDINAL STUDY ON THE FIRMS' FINANCIAL PERFORMANCE STABILITY: A CLUSTER ANALYSIS APPROACH by Shindhuja. J , Research scholar, Department of Management Studies, B.S.Abdur Rahman Crescent Institute of Science and Technology, Vandalur, Chennai; Dr. Shanmugam. M , Professor, Department of Management Studies, B.S.Abdur Rahman Crescent Institute of Science and Technology, Vandalur, Chennai. Dr. Azamussan Syed, Asst. Professor, Department of Management Studies, B.S.Abdur Rahman Crescent Institute of Science and Technology, Vandalur, Chennai.

Marketing

A CONCEPTUAL FRAMEWORK FOR CIRCULAR CHANGE AND TRANSFORMATION IN INDIAN HANDLOOM SECTOR by Sharon Elizuba Koshy, Research Scholar, Department of Management, Amrita Vishwa Vidyapeetham

Decision Sciences

The best paper award was shared by two papers

1. RISK MANAGEMENT AND RESILIENCY: EVALUATING THE FUTURE OF WALMART' S GLOBAL SUPPLY CHAIN USING THE SUPPLY CHAIN RESILIENCY THEORY by Biallas, Meghan; Hoffman, Amanda; Miller, Tamara; Schnibben, Kimmy; Siegler, Janaina
2. IDENTIFYING HIGHLY IMPACTFUL SALESMEN USING ARTIFICIAL INTELLIGENCE TECHNIQUES by Prakash M C, Research Scholar, SRM Institute of Science and Technology; Saravanan P, Associate Professor, College of Management, SRM Institute of Science

Student Papers

KNOWLEDGE SHARING IN SOCIAL MEDIA AND SOCIAL NETWORKS by Ms.Jobhia, Coimbatore Institute of Technology



Valedictory

The two-day International Conference at PSG Institute of Management concluded on January 12, 2023. Dr. V. Srividya, Conference Director and Director i/c delivered the closing remarks and

appreciated the organizing team. Professor P. Kanagasabapathy, Member, ICSSR, New Delhi delivered the keynote address and invited the young researchers' attention to the native management concepts rooted in our ancient Indian culture. Participants were presented with awards and certificates. Dr. Kirupa Priyadarsini, Conference Secretary proposed the vote of thanks, in which she thanked the Association of Indian Management schools, ProQuest, EBSCO, and MSM books for the support towards the conference.

Annexure

The full schedule of the conference with Track Chairs