



# 24<sup>th</sup> ANNUAL CONVENTION OF THE **STRATEGIC MANAGEMENT FORUM (SMF 2022)**

**DOCTORAL  
COLLOQUIUM**

**MANAGEMENT  
SCHOOL**

**LEADERSHIP  
CONCLAVE**

**METHOD  
WORKSHOP FOR  
RESEARCHERS**

**PANEL  
DISCUSSIONS  
BY INDUSTRY**



**DECEMBER 21-23, 2022 | HOSTED BY INSTITUTE OF RURAL MANAGEMENT ANAND**

## CONVENTION THEME

### REBUILDING ORGANIZATIONS: STRATEGIC CONVERSATIONS FOR A POST-PANDEMIC WORLD

As nations, organizations, and citizens recover from the significant, even game-changing, disruptions and lockdowns due to the COVID-19 pandemic, greater attention and focus is being paid to institutions and processes that would rebuild economies and livelihoods. Strategic conversations and dialogues on better managing the interface between Samaj (communities), Bazaar (market), and Sarkar (government) are key to a better future. The SMF Convention would further dialogue around themes focused on responsible businesses with greater attention to combining profit with purpose and the planet; the importance of enterprise forms – social, rural, and collective or member-owned in reducing inequality, and the need for relooking at innovations in better managing public systems.

Some of the questions this convention seeks to deliberate are listed below, not in any particular order. How can inclusion and equity in governance be hardwired into the design of the enterprise? How can complex global systemic problems be solved through local system solutions through cooperation and with stakeholders? Can open and responsible research and innovation lead to the revival of nations and economies? How do firms and businesses reconfigure themselves to innovate and lead the new transformation of local, national and world economies? How do we rethink the rural? - as a market for goods and services, a temporary sink for recovery, a space for renewal, or an opportunity to transform relations and rebuild a better India (as we enter our 75th year of Independence) and the world? What are the possible synergies among management institutions in bringing rural transformations? How do we better manage our producer collectives (cooperatives and producer companies)? What does it mean to manage dual-purpose organizations? What might be the processes for managing sustainable transitions beyond strategic niche management? What might be the new metrics of performance, potential 'non-corporate' methods of management to reflect dual purposes and embed purpose and the planet before profit?

## KEY HIGHLIGHTS

The key highlights of the 24<sup>th</sup> SMF India Annual Convention are:

- Academic Leadership Conclave
  - The Future of Management Education

Panel discussions by industry leaders

- Financial inclusion
- Role of Collectives in building Aatmanirbhar Bharat
- Method workshops for researchers
  - Methods of literature review
  - Text analysis in strategic management
- Editor's Conclave
  - How to publish in international journals?



## MAIN TRACKS

**Strategies for new-age businesses:** Strategic alliances & partnerships, Managing Innovation, International business and Global Strategy, Developing market strategies, Non-market strategies, Digital business strategies, Role of big-data and artificial intelligence in business strategy formulation and execution.

**Understanding organisations in a post-pandemic world:** Reimagining business in a post-pandemic world, Supply-chain resilience, Future ready organizations, Business sustainability, New directions in business history, Business ethics, Organizational adaptability, Transformational business strategy, Big-data and AI enabled strategic response.

**Rethinking Enterprises:** Rethinking innovation, Rethinking entrepreneurship, Application of Big-data and artificial intelligence, Rethinking finance the SDGs, Newer directions in business enterprises, start-ups, grassroots and social entrepreneurship, hybrid and dual-purpose organisations, family businesses, micro and medium enterprises.

**Non-business Aspects of Strategic Management:** Newer approaches in public systems, Not-for-Profit Organizations (NPOs), public management, Corporate Social Responsibility (CSR), Responsible business, Sustainable transitions.

**Reimagining Producer Collectives:** Governance, management, growth and sustainability of cooperatives, Farmer Producer Organisations (FPOs) and New Generation Cooperatives (NGCs).

**Rural Management as a Discipline:** Paradigm shift or contextual innovation (Pedagogical innovations and strategic directions)

**Management Case Studies:** Teaching cases having a clear focus on any of the management issues can be submitted for presentation at this convention. The cases must be accompanied with a teaching note.

### SUB-TRACKS

- Hybrid enterprises: challenges, performances, and innovations
- Strategic management of collectives
- Business ethics and governance
- General Management Issues
- Strategies for New-Age Businesses
- Strategic issues facing not-for profit organizations
- Knowledge Management Strategies
- Global business strategy in a de-globalizing world
- Strategic issues in conglomerates and family businesses
- New directions in business history
- Non-market strategies
- Strategic issues in post-pandemic environment
- Social responsibility & sustainability
- Strategic Communication in the Digital World
- Competitive strategies in the turbulent environment
- Social and frugal innovations in emerging economies
- Management for rural transformation: Markets and institutions
- Digital Business Strategies: Leveraging AI and Business Analytics

## PAPER SUBMISSION GUIDELINES

No paper should be longer than 6000 words (including tables, figures, notes, and references per the APA style). The selected papers will be invited for presentation at the conference and be considered for the Best Paper Award.

Those who cannot submit full papers or have their work-in-progress draft at an early stage of development can submit an extended abstract of the paper. The length of the extended abstract should be between 1300 and 1800 words (all-inclusive). The extended abstract should have the following sections: (a) purpose, (b) study design/methodology/approach, (c) findings, and (d) originality and contribution. Please note that extended abstracts will not be considered for the best paper awards.

The full paper/extended abstract must have a short abstract of 100-200 words. The full paper/extended abstract needs to be accompanied by a cover page with the title of the paper, author contact details, institutional affiliations, contact details, and a brief bio of less than 80 words. The word count of the cover page must be limited to 250 words. The full papers/extended abstracts which cannot be shortlisted after review for oral presentation will be considered for poster presentation at the conference.

Teaching cases having a clear focus on any of the management issues can be submitted for presentation at this convention. The cases must be accompanied with a teaching note. The combined word count of the case and teaching note (including all tables and references) should be less than 3500 words.

Please submit your manuscript in Times New Roman font, font size 12-point, 1.5 spacing between the lines, and a one-inch margin on all four sides. All submissions must be in MS Word document and made using the online submission system: ([Click here for the link](#)).

## BEST PAPER AWARDS

Three full papers will be identified for the best paper awards. They will be given a citation and cash prizes.

**First Prize:** INR 31,000/-

**Second Prize:** INR 21,000/-

**Third Prize:** INR 15,000/-

## REGISTRATION FEES

The registration fee includes access to all the tracks, workshops, panel discussions, conference lunches on all three days, and a gala dinner. **Register online** using this link ([Click here for the link](#)). Kindly note that GST will be charged extra as applicable.

Category	Registration Fee (INR)	Early Bird Registration
Indian delegates	5500	4800
SMF Members	5000	-
Students	3100	2500
Foreign delegates	8100	7200

## IMPORTANT DATES

<b>Last date for the submission of extended abstract</b>	15 September 2022
<b>Notification of acceptance</b>	15 October 2022
<b>Submission of the full papers</b>	1 December 2022
<b>Early-bird registration deadline</b>	10 November 2022
<b>Registration deadline</b>	10 December 2022

## ABOUT IRMA

The Institute of Rural Management Anand (IRMA), established in 1979, is the pioneering academic institution in rural management education and research. It is committed to pursuing excellence along with creativity and integrity. The unique strength of IRMA lies in its ability to integrate development and management in all its endeavours and activities. This sets IRMA apart from other management and rural development institutions, which are largely concerned with either management or development, but not with both. Today, IRMA is recognized not only as an institution of excellence in teaching and research, but also acknowledged for having successfully created the new discipline of rural management. This path-breaking approach of IRMA is being emulated by other institutions in India and abroad. IRMA's educational and training programmes provide state-of-the-art pedagogy with emphasis on experiential learning. The faculty comprises experienced academicians and practitioners of national and international repute. IRMA has state-of-the-art infrastructure, fully computerized activities, excellent library, 24-hour internet connectivity and lush green campus providing tranquil ambience for learning.

## CAMPUS ACCOMMODATION

The Executive Training and Development Centre (ETDC) has 40 single occupancy air-conditioned rooms, a dining hall, and a lounge. It has uninterrupted internet services through a 150-Mbps radio link. The participants will be provided the campus accommodation on a first-come, first-served, and chargeable basis. All the rooms in the ETDC are air-conditioned.

Alternatively, Anand town has several excellent hotel facilities nearby IRMA campus. For example: [Madhubhan Resort & Spa](#), [Hotel H](#), [Hotel Arizona Inn](#), among others.

## ETDC BOOKING INFORMATION

Particulars	Per day rate (in INR)*
Single Occupancy Room	2250
Double Occupancy Room	3050
Suite (Single Occupancy)	2850
Suite (Double Occupancy)	3950
VVIP Suite (Single Occupancy)	4450
VVIP Suite (Double Occupancy)	4950

\*The mentioned rate includes breakfast and dinner. GST is exclusive of this rate. GST will be levied at 12% of the mentioned rate.

## TRAVELING TO ANAND

Anand is well-connected by Air and Train services. The nearby airports are Ahmedabad (about 86 km from Anand) and Vadodara (about 39 km from Anand).



## EXPLORING NEARBY TOURIST ATTRACTIONS

The nearby tourist attractions within two hours of travel from Anand are the Statue of Unity and the Sardar Sarovar Dam, the Amul Dairy and Chocolate plants, the Champaner World Heritage Site, the Balasinor Dinosaur Fossil Park & Museum, the Akshardham Temple in Gandhinagar, the Sardar Patel Memorial in Karamsad, the Vadtal Swaminarayan Temple, and the Manilaxmi Tirth.



Statue of Unity



Amul Dairy Plant



Amul Chocolate Plant



Champaner World Heritage Site



Balasinor Dinosaur Fossil Park



Akshardham Temple



Sardar Patel Memorial



Vadtal Swaminarayan Temple



Manilaxmi Tirth

## CONTACT US

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