



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**  
Deemed to be University U/S 3 of the UGC Act, 1956  
**SCHOOL OF MANAGEMENT**



**Call for  
Papers**

**ICMR 2026**



**6<sup>th</sup> International** ●●●  
**Conference on  
Management Research**

**13<sup>th</sup> & 14<sup>th</sup> March 2026**

## Revisiting Management Classics in the Transformative Era

Much like the enduring melodies of Kishore Kumar that never lose their charm, or the irreplaceable depth of a Shakespearean tragedy, there exist timeless classics within the field of management, works and principles that remain perpetually relevant and invaluable to revisit. A management classic refers to foundational work, a theory or a book that has stood the test of time because of its relevance and insight. Current thinking around organizations and organizing has been largely shaped by the frameworks established by these classics. However, the business world has undergone a huge transformation in the recent times. Amidst the whirlwind of change that faces organizations today, driven by digital transformations, changing workforce dynamics, growing market complexities, emphasis on sustainability and rapid innovation, it becomes essential to revisit these timeless works to evaluate their enduring relevance and uncover insights that can inform management in these transformative times.

The School of Management, KIIT University is proud to host the **6th International Conference on Management Research (ICMR)** on the theme “**Revisiting Management Classics in the Transformative Era.**” This prestigious conference offers a platform for scholars, practitioners and thought leaders to present their ideas and engage in conversations around the conference theme every year. Bermiss et al. (2025)\* in their thought provoking piece titled “Reengaging with the Classics” speak of three ways in which we could reengage with the classics: Revising a classic by challenging the taken-for-granted assumptions; Repurposing a classic by borrowing insights from a classic theory and using it in an adjacent theory or Rediscovering a classic by highlighting parts of the theory that were originally overlooked but offer help in explaining a modern-day phenomenon.

ICMR 2026 invites original research papers that attempt to revise, repurpose or rediscover a management classic. We welcome contributions on the following sub-themes, but submissions may not be limited to these:



### **Strategy and Competitive Advantage: Timeless Tools in the Disruptive World**

Explore foundational strategic models such as Porter’s Five Forces, the Resource-Based View, and Ansoff’s Matrix, and examine their relevance and adaptability in the face of modern challenges like digital disruption, platform economies, and hyper-competition.



### **Human Resource Management and Organizational Behaviour: Classic Theories, Contemporary Workplaces**

Revisit seminal OB and HR theories such as Maslow’s Hierarchy of Needs, Herzberg’s Motivation-Hygiene theory, McGregor’s Theory X and Y or Mayo’s Hawthorne Studies to understand how they inform current practices in employee engagement, hybrid work, diversity and inclusion, and talent management.



### **Economics and Managerial Decision Making: Classical Thought in the Current Context**

Re-examine classical and neoclassical economic principles in light of modern developments like platform economics, the gig economy, global trade dynamics, and stakeholder capitalism.



### **Marketing: Enduring Principles in an era of Digital Transformation**

Reflect on classic marketing frameworks such as the 4Ps, AIDA model, and Kotler’s marketing philosophies, and evaluate their evolution in the age of social media, personalization, influencer culture, and data-driven marketing.

\*Bermiss, Y. S., Farh, C. I., Simons, T., ter Wal, A. L., Von Krogh, G., & Gruber, M. (2025). Reengaging with the Classics. *Academy of Management Journal*, 68(3), 465-474.



### Finance: Foundational Theories and Modern Financial Realities

Delve into classical financial theories including the Efficient Market Hypothesis, Modigliani–Miller theorem, and Capital Asset Pricing Model (CAPM), assessing their applicability in today’s world of fintech, crypto-assets, and behavioural finance.



### Operations: Operational Efficiency in a Resilient World

Revisit classical operations theories such as Taylor’s scientific management, the Toyota Production System (Lean), and Six Sigma, and discuss how these can be adapted for today’s needs around agility, resilience, sustainability, and digital supply chains.



### Analytics & Decision Sciences: Revisiting Quantitative Foundations in the Age of AI and Big Data

Explore the evolution of data-driven decision-making from classical quantitative methods and operations research to contemporary applications in AI, machine learning, and predictive analytics. This sub-theme encourages reflection on how foundational concepts—like

linear programming, decision theory, and statistical modeling—continue to underpin today’s data-centric strategies in business intelligence and performance optimization.



### Entrepreneurship: Learning from the Pioneers

Explore the foundational contributions of thinkers like Joseph Schumpeter, Peter Drucker, and others, and discuss how their views on innovation, creative destruction, and entrepreneurial leadership resonate with today’s startup ecosystems and innovation-driven economies.



### Other Emerging and Cross-Disciplinary Perspectives: Integrating the Classics into New Frontiers

This open sub-theme invites exploration of management classics through diverse lenses such as sustainability, ethics, corporate governance, public policy, innovation management, international business, or education. It encourages cross-disciplinary dialogue and novel reinterpretations of classic theories in light of evolving societal, environmental, and technological imperatives.



Submissions in the form of extended abstracts, in the prescribed format, can be made through our conference website: [icmr.ksom.ac.in](http://icmr.ksom.ac.in). The screening of research papers for presentation at the conference will be based on the review of extended abstracts. Full papers will be reviewed only for publication in the conference book of proceedings and journals.



## Important Dates

Submission of Extended Abstracts : 15<sup>th</sup> December, 2025

Communication of Acceptance : 10<sup>th</sup> January, 2026

Submission of Full Papers : 10<sup>th</sup> February, 2026

Submission of Presentations : 5<sup>th</sup> March, 2026

Conference : 13<sup>th</sup> – 14<sup>th</sup> March, 2026

## Submission Guidelines:

- **Originality:** Papers should include original research work that has not been published or submitted for publication elsewhere.
- **Format:** Extended abstracts must be submitted according to the guidelines available on the conference website. The extended abstracts should contain the following sections
  - ✓ Abstract: (65 – 100 words)
  - ✓ Keywords: 3-5 keywords
  - ✓ Introduction: (140 – 180 words)
  - ✓ Methodology: (65-100 words)
  - ✓ Results and Discussion: (65-100 words)
  - ✓ Conclusions: (70 – 100 words)
  - ✓ Acknowledgement (optional): (20-30 words)
  - ✓ References: APA format (5-14 references)
  - ✓ Tables, figures and equations should be formatted according to the guidelines provided on the website.
- **Format:** Papers must be formatted according to the following guidelines:
  - ✓ Word limit: 8000 words
  - ✓ Font: Times New Roman, 12 points
  - ✓ Margins: 1 inch all around
  - ✓ Spacing: Double spaced
  - ✓ Tables, graphs, and figures: Black and white, properly numbered
  - ✓ References: APA style
  - ✓ Similarity Index: Not more than 10%
- **Submission:** Papers must be submitted electronically through the ICMR 2026 website.

*All papers will undergo a double-blind peer review process. Please note that the ICMR 2026 reserves the right to reject any paper that does not meet the submission guidelines.*

## Mode of Presentation:

The International Conference on Management Research (ICMR 2026) will be conducted in a hybrid mode.

## Publication Opportunities:

All registered and presented papers will be peer-reviewed. Selected papers will be published in Parikalpana: Journal of Sustainability, Business and Social Innovation, published by Emerald Publishing. The proceedings of ICMR 2024 were published by Routledge (Ray, Koustubh K. & Bhuvwandeep (Eds.). (2024). *Future of Management: Embracing Sustainability, Diversity, and Inclusivity*. Routledge (Taylor & Francis UK)).

We are working on formalizing agreements with publishing houses for the publication of the conference proceedings. Authors seeking inclusion of their papers in the conference proceedings will have to pay Article Processing Charges (APC) as per publisher agreement. Only papers accepted for publication will be considered, and further communication regarding the same will be sent after the full paper submission.

<b>Awards For Best Papers:</b>	 1st Prize:	₹ 50,000/-
	 2nd Prize:	₹ 30,000/-
	 Best two student papers:	₹ 10,000/- each

## Registration Fee:

 Faculty Members:	₹ 3000/-
 Research Scholars:	₹ 2000/-
 Corporate Attendees:	₹ 5000/-
 Foreign Delegates (Academicians/Students):	US \$100

*The registration fee is non-refundable.*

## The Payment Details are as follows:

Name of Account (As per Bank record)	KSOT PROJECTS
Account Number of the above Account	50029573273
Complete Contact Address	Campus-03, KIIT University Patia, Bhubaneswar Pin-751024
Bank Name (Full)	Indian Bank
Branch Name	KIIT Branch
Complete Contact Address	Campus-1, Chandrasekharapur Patia, Bhubaneswar Pin-751024
Telephone No.	0674-2742392
9-Digit Code No. of Bank & Branch	751019021
Account Number	50029573273
Account Type (SB/CURRENT/CASH/CREDIT Etc.)	Saving
IFSC Code No. of Bank	IDIB000K717

## About KSOM

(KIIT School of Management)



KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India. It got the best B School of Odisha by Times Business Awards in 2023. KSOM has been ranked as the 17th Best B School in India, TIMES B School Ranking, 2024. It has also been ranked as the 11th Best Private B School in India, Outlook ICARE Rankings, 2024-25. KSOM is a part of KIIT Deemed to be University, ranked 17th in India by NIRF 2025. KIIT has also been ranked in the top 501 cohort of universities globally in the Times Higher Education World University Rankings 2026, and 5th best in India. KIIT is graded A++ in NAAC.

KSOM has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, workshops, webinars, conferences, guest lectures) per year. KSOM has partnerships with several industry leaders like Ericsson, Capgemini, ITC Infotech, High Radius, Schneider Electric, Tech Mahindra, L&T Financial, Microsoft & Oracle to foster innovation, enhance student learning and develop new capabilities.

Spread over an area of 35 acres with a fully W-Fi enabled campus, the institution houses more than 1500 students across three courses: BBA, MBA and Ph.D. in Management.



## About KIIT

(Kalinga Institute of Industrial Technology)

KIIT has consistently featured in prestigious global rankings including THE World University Rankings, QS Rankings, and has earned all major international accreditations such as IET, ABET, and more—strengthening its global position as a centre of excellence in higher education. KIIT is ranked in the top 501 cohort of universities globally in the Times Higher Education World University Rankings 2026, and 5th best in India reflecting its sustained focus on quality teaching, research activities and a remarkable rise in its global reputation.

It is also ranked 17th by National Institution of Ranking Framework (NIRF 2025) among the Government and Private Universities in India. KIIT is graded A++ in NAAC as well.

KIIT has established academic partnership and collaboration with more than 140 world class universities from across the world. The partnerships provide for students, faculty & research scholar exchange programme, internship for UG/PG course, research and development participation, short-term courses for faculty & students, short-term occupational training, exchange of publications & information and seminars and conferences.

The premier institute is spread over 36 sq km. of academic township, and offers courses on almost all engineering disciplines, including medicine, management, law, liberal studies, hospitality & tourism, architecture, biotechnology, fashion technology, dental, aerospace, design, applied science, economics, commerce and other domains

The remarkable growth of KIIT is rooted in the principles espoused time and again by KIIT Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity.

## About our Founder



**Prof. (Dr.) Achyuta Samanta**  
Founder, KIIT & KISS |  
Educationist | Philanthropist

Prof. (Dr.) Achyuta Samanta is a distinguished educationist, philanthropist, and social reformer. Rising from a humble background marked by hardship and struggle, he has devoted his entire life to empowering the underprivileged through education, love, and compassion.

He is the Founder of two globally acclaimed institutions – Kalinga Institute of Industrial Technology (KIIT) and Kalinga Institute of Social Sciences (KISS) – which stand as living examples of how education can be a tool for social transformation. Today, KISS provides free education, accommodation, food, and healthcare to 40,000 tribal students, while KIIT has emerged as a world-class university with 40,000 students and over one lakh alumni excelling across the world.

Under his visionary leadership, the KIIT Group has expanded to include KIMS (KIIT Institute of Medical Sciences), KIMS Super Speciality Hospital, and several other institutions and initiatives that serve humanity. His movements – Art of Giving and India Against Negativity – promote peace, positivity, and the spirit of giving across the globe.

A former Member of Parliament (Lok Sabha), Dr. Samanta continues to inspire millions through his simple living, humility, and commitment to inclusive development. His outstanding contributions to education and social upliftment have earned him more than 70 honorary doctorates from universities around the world, along with numerous national and international accolades for peace, education, and humanitarian service.

His life stands as a message – that one individual's compassion and determination can transform the destiny of countless others.

# The ICMR Gallery of Moments



2021



2022



2023



2024



# The ICMR Gallery of Moments



2025



## Organising Committee

**Convenors:**  
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**Dr. Rajeev R. Tripathi**

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## Conference Secretaries:

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**Ms. Mousumi Bal**



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