

# **MANAGEMENT EDUCATION AND RESEARCH COLLOQUIUM 2026**

**Reimagining Management in  
an Era of Poly-Crisis**

**29th – 31st MAY 2026**







The Indian Institute of Management Kashipur is proud to announce the 6th edition of the Research Colloquium, MERC, at IIM Kashipur. The flagship event of IIM Kashipur, MERC provides an opportunity for doctoral students to present and discuss their research work, gaining valuable insights from peers and leading academics in the field of management. Along with providing a platform to stimulate discussions and networking, MERC intends to offer an invigorating and rejuvenating experience. The program combines theoretical knowledge with practical application, ensuring that participants gain a comprehensive understanding of various facets of management research. The conference aims to equip emerging researchers with the necessary tools to excel in their roles and make a positive impact in organisations and communities. The 3-day immersive event provides the participants with cutting-edge insights, skills, and the tools necessary to navigate their research journey.

## MERC 2026 THEME

### **Theme: Reimagining Management in an Era of Poly-Crisis**

For the better part of the last thirty years, the dominant philosophy of global management was defined by a single metric: Efficiency. The mandate was clear – minimise costs, eliminate redundancy, and maximise short-term output. However, the post-2020 landscape has fundamentally upended this logic. We have entered an era of poly-crisis, where geopolitical volatility, climate emergencies, and rapid technological shocks occur simultaneously. In this new reality, we are discovering that efficiency without robustness is a liability.

Reimagining Management in an Era of Poly-Crisis calls for a fundamental rethinking of how organisations are designed, governed, and led under conditions of persistent uncertainty. The theme foregrounds resilience as a core managerial capability, emphasising adaptability, redundancy, and long-term value creation over narrow optimisation. It invites research that examines how technology, sustainability, and social responsibility intersect to reshape strategies, operations, and organisational behaviour. By encouraging interdisciplinary and practice-oriented insights, the conference aims to advance management thinking that enables institutions to endure, evolve, and remain legitimate in an increasingly complex and unstable world.



# ABOUT IIM KASHIPUR



The Indian Institute of Management Kashipur is a second-generation IIM set up by the Government of India in 2011. It aspires to achieve excellence in management education by using innovative teaching methods, promoting high quality research and practicing sustainable leadership. Celebrating fourteen years of serving the education and management sector, IIM Kashipur is committed to its four core values: collegiality, transparency, green consciousness, pro-active engagement with all stakeholders. The institute believes that as an institution of national importance, it has a larger role to play in the field of management education and social transformation. Our strategic goals include improvement of the academic ecosystem; synergy between educational theory, practice, and research; promotion of innovation, entrepreneurship and public service; empowerment of local stakeholders; upliftment of economically challenged sections of the society; and gender diversity. The institute is bestowed with the stunning beauty of nature, lending a wholesome experience to academic rigour. The 200-acre campus situated just 25 kms away from Jim Corbett National Park, spreads loudness and cheers in the serene town of Kashipur, nested in the lap of Himalayas. The institute is also situated in one of the densest industrialized districts with more than 180 ventures that have set up their plants in and around the region.

For further details on IIM Kashipur, please visit <https://www.iimkashipur.ac.in>







## MERC Highlights

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Keynote Address  
Workshops  
Campus tour  
Paper Presentations  
Excursion  
Best Paper Awards

## CALL FOR PAPERS

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We extend a formal invitation to scholars, students, and professionals to submit research-oriented and practical papers that are in alignment with the conference's central theme. The conference is particularly keen on the broad subject areas and tracks detailed below and welcomes submissions related to any of the following tracks or related fields.



# THEME : Reimagining Management in an Era of Poly-Crisis

## CONFERENCE TRACKS

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### → Communication

- Making sense of uncertainty in risk and crisis situation
  - Leadership, Authority, and Trust Communication
  - Digital Platforms , AI-Mediated Communication and Information Integrity
  - Global crisis, Diplomacy, and National Image
  - Communication in Social, Economic, and Institutional Transitions
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### → Economics

- Economics of Technology, Innovation, and Future of Work
  - Macroeconomic Resilience, Trade, and Global Value Chains
  - Institutions, Governance, and the Political Economy of Development
  - Climate Action, Energy Transition, and Green Growth
  - Causal Inference and Methodological Advances in Policy Evaluation
  - Structural Transformation, Resource Re-allocation, Aggregate Productivity, Labour Force Changes and Structural Shift
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### → Finance and Accounting

- Asset Valuation, Market Behaviour, and Investment Practices in a Volatile and Disrupted Financial Environment
  - Financial Risk, Stability, and Institutional Resilience across Global and Emerging Markets
  - Corporate Finance and Sustainable Value Creation: Technology Adoption, Governance and Societal Impact
  - Accounting, Auditing, Financial Reporting for Transparency, Accountability and Risk Management
  - Banking, Credit Markets, and Financial Systems Transformation: Institutional Structures, Policy Frameworks, and Cross Border Linkages
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### → IT and Systems

- Digital Business, Enterprise Systems & Resilient IS Strategy
  - Data, Analytics, Artificial Intelligence & Decision Support for Adaptive Management
  - Information Security, Privacy, Risk & Cyber-Resilience
  - Information Systems, Human Behaviour & Sustainable Society
  - IS Infrastructure, Architecture & Green Technologies
  - Socio technical systems, HCI and organisational resilience
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# CONFERENCE TRACKS

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## Marketing

- Digital marketing, AI, personalisation, and ethical challenges
  - Branding, communication, and trust-building in crisis contexts
  - Consumer behaviour under uncertainty, fear, risk, and scarcity
  - Platform markets, ecosystems, and market shaping
  - Service marketing and customer experience during disruptions
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## Operations Management & Decision Sciences

- Digital Twins & AI-driven Supply Chain Resilience
  - Circular Economy and Net-Zero Operations
  - Decision modelling under uncertainty
  - Data science for humanitarian and healthcare logistics
  - Stochastic Optimisation & Risk Analytics
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## Organizational Behaviour & Human Resource Management

- Technology–HR Integration: AI, Analytics, and Digital Transformation
  - Diversity, Equity, and Inclusion (DEI) in Human Resource Management
  - Alternative Work Arrangements and the Future of Work
  - Sustainable HRM and Changing Employment Relations
  - Employee Well-being, Mental Health, and Human Sustainability at Work
- 



## Public Policy and Governance

- Policy Resilience for Developed India: Realising Vision 2047 in a Dynamic World
  - Administrative Agility & Efficiency in the AI-Driven Fourth Industrial Revolution
  - Governance for SDGs & Net Zero: Climate Policy, Institutions and Public Administration
  - Decentralisation & Non-State Actors in Local Governance and Public Service Delivery
  - Public Policy & Public Administration as a Discipline: Foundations, Frontiers, and Basic Research
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## Strategy and Entrepreneurship

- Strategic Resilience and Crisis Management
  - Technology-Driven Strategy and Digital Transformation
  - Sustainable and Responsible Competitive Strategies
  - Corporate Strategy in a Changing Global and Geopolitical Landscape
  - Strategic Innovation and Business Model Renovation
  - Entrepreneurship & Opportunity Creation
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# SUBMISSION GUIDELINES

## 1. Important Dates & Submission Types

- All full manuscripts or extended abstracts must be submitted on or before **March 20 2026**.
- **Full Manuscripts:** Submissions must not exceed 5,000 words, excluding references.
- **Extended Abstracts:** Submissions must be limited to 1,500 words, excluding references.

**Accepted authors may present their work in either offline or online modes.**

## 2. General Formatting Requirements

All submissions must adhere to the following technical standards to ensure consistency across the colloquium:

Font	Spacing	Alignment	Referencing	File Format
Times New Roman, 12 pt	Single Spacing	Justified Alignment	APA style (latest)	MS Word (doc or docx)

## 3. Submission Procedure & Blind Review

To facilitate a double-blind peer review, authors must submit two separate documents:

### A. Title Page (Separate Document)

The title page must include:

- The title of the research.
- Full names of all authors.
- Institutional affiliations.
- Contact email addresses.

### B. Main Document (Anonymised)

- The main document should not include any identifying information (such as names, affiliations, etc.) to ensure a fair review.
- The scope should cover research aims, intended contribution, theoretical framework, research design, and practical implications.

## 4. Plagiarism & Academic Integrity

- All submitted work must adhere to the latest UGC plagiarism guidelines.
- Submissions must be original and free from any form of academic misconduct.



# GUIDELINES OF MANUSCRIPT STRUCTURE

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Extended abstracts/ Full manuscripts should follow this specific structure:

1. **Title:** Concise and reflective of the key topic.
2. **Abstract** (150–200 words): A summary of the research problem, objectives, methodology, and key findings.
3. **Keywords:** Provide 4–6 relevant keywords.
4. **Main Body:**
  - **Introduction:** Define the research problem, objectives, and significance.
  - **Theoretical Framework:** Discuss relevant theories, concepts, and prior research.
  - **Methodology:** Detail the research design, data collection, and analysis methods.
  - **Findings and Implications:** Highlight preliminary findings and discuss theoretical and practical relevance.
  - **Conclusion:** Summarise the study and propose future research directions.





# MERC 2026 REGISTRATION FEE

Category	Presenter from India	Attendee from India	Participant from Abroad
Student/ Full-Time Doctoral Scholar	₹5,000	₹5,000	\$120
Faculty/ Working Professional	₹10,000	₹10,000	\$150
Amount will be same for Offline and Online Presenters			

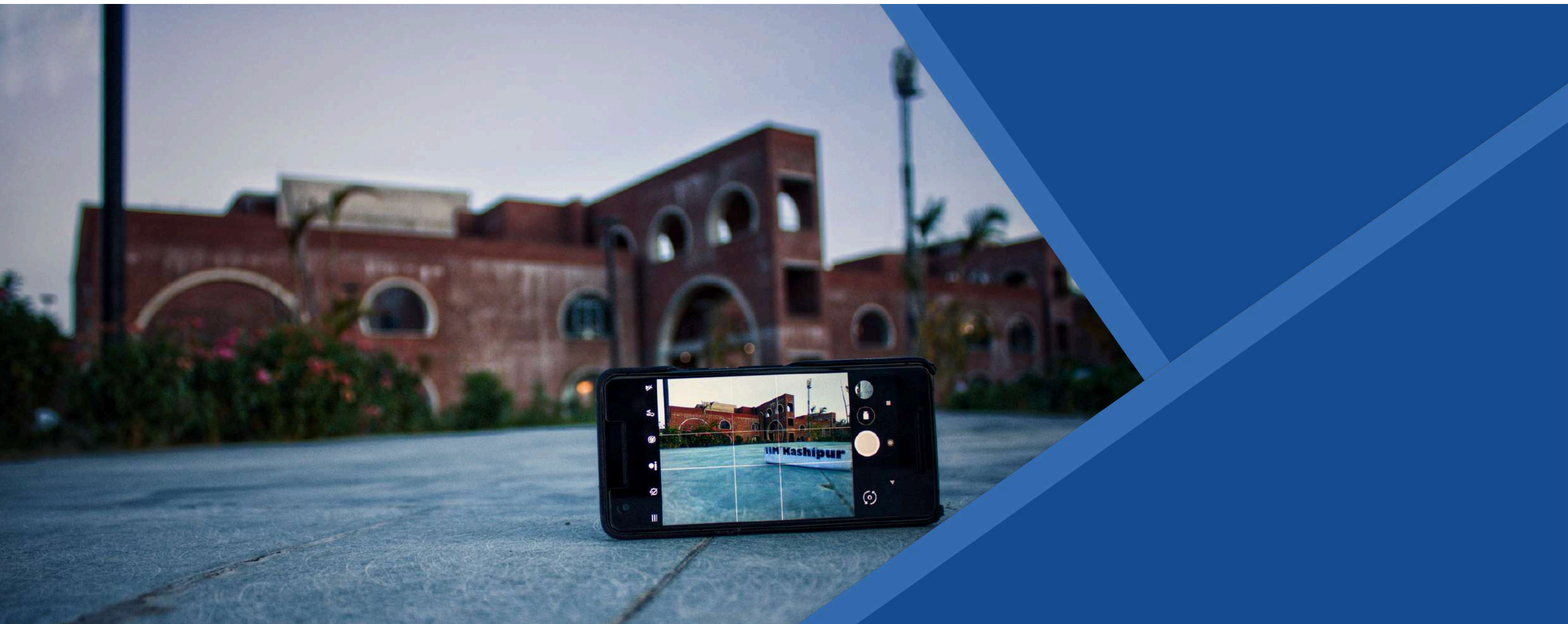
**Presenter’s Registration link:-** <https://forms.gle/Tjh3HThgFqFWJVfA8>

**Attendee’s Registration link:-** <https://forms.gle/Tjh3HThgFqFWJVfA8>

The registration fee provides participation on all days of the colloquium, conference kit, refreshments, lunch, dinner during colloquium days, networking opportunities during welcome ceremony and shahi dawat, certificate of participation, and excursion. IIM Kashipur will arrange boarding and lodging, and food for all conference participants from May 23 – May 25, 2025 (three days).

**NOTE:**

- In case of multiple authorships, each presenting author is required to register separately.
- MERC goodies will only be awarded to offline presenters.
- No refunds/cancellations shall be initiated post-registration in any case.
- All technicalities and the final decision regarding acceptance and confirmation of seat will be made by the Steering Committee and IIM Kashipur authority.
- Only those presenters who receive a confirmation email from MERC 2026 will be eligible to proceed with registration and payment.
- Registrations received after the registration deadline will not be entertained.
- Registrations done without proper qualifications will not be entertained. Such individuals will not be allowed to participate.





# IMPORTANT DATES

**Paper Submission Opens:**

22nd January 2026

**Paper Submission Closes:**

20th March 2026

**Intimation of Acceptance:**

First week of April

**Registration and Payment Gateway Opens:**

First week of April

**Registration Deadline:**

20th of April 2026

## BEST PAPER AWARDS

The three best papers will be awarded cash prizes of **₹30,000**, **₹20,000**, and **₹15,000**, respectively, based on the criteria laid out by the panel of experts.

## VENUE AND ACCOMMODATION

The MERC (MANAGEMENT EDUCATION AND RESEARCH COLLOQUIUM) will be held at IIM Kashipur campus. Accommodation for presenters will be provided on a single-occupancy basis, subject to availability and allocated on a first-come, first-served basis. The registration fee will cover all expenses related to food and an excursion trip.

**SHAHI DAWAT** will be hosted on campus.

**ONE DAY COMPLIMENTARY EXCURSION** will be arranged.



# **PATRON**



**Prof. Neeraj Dwivedi**  
Director, IIM Kashipur

## **ADVISORY COMMITTEE**



**Prof. Sabyasachi Patra**  
(Colloquium Convenor)



**Prof. Vivek Roy**  
(Colloquium Convenor)



**Prof. Jagadish Prasad  
Sahu**



**Prof. Thasni T**



**Prof. Ratikant  
Bhaskar**



# OFFICE TEAM

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Ms. Rachana Sharma



Mr. Ashish Shrivastava



Mr. Mohd. Shahnawaz



Mr. Vivek Bhatnagar

# STUDENT ORGANISING TEAM

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Adarsh



Anjali Sen



Aryama Das



Gauri Verma



Ishan Saxena



Lewlynn de Mello



Gopal Mohanraj  
Ratnam



Raushan Kumar



Sachin Kumar



Shaili Sharma



Shikhar Meshram



Vishal Gupta



# HOW TO REACH



To reach IIM Kashipur from Kashipur Railway Junction, a mere 9 kilometres away, the most efficient choice is to hire a taxi or auto-rickshaw readily available at the station. From Moradabad Junction, situated around 60 kilometres from the institute, taxis outside the station or ride-hailing apps like Ola and Uber can swiftly transport you. For those starting their journey from Delhi, approximately 250 kilometres away, taking a train to Kashipur Junction is an option. Trains from Delhi to Kashipur might not be as frequent, but they offer a direct route. From Kashipur Junction, taxis are accessible for the short 9-kilometer trip to IIM Kashipur, making railway transportation a convenient choice for travellers.

Reach us by: [IIM Kashipur](https://www.iimkashipur.ac.in)

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# Contact Us

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## **For submission & Payment visit:**

[www.iimkashipur.ac.in/merc2026](http://www.iimkashipur.ac.in/merc2026)

<https://www.linkedin.com/in/merc-iim-kashipur-8553b5267>

Scan the QR Code to Register

