

PREFACE

Covid-19 has created unprecedented chaos in society creating an unimaginable disturbance all over the world. It has affected every segment of society at an unthinkable level. Most business and economic activity have downsized considerably, if not altogether closed. The scientific community world over has been struggling to find a cure for treatment and a vaccine for prevention. Only recently, a few signs of hope have emerged. It will take months, if not years, for science to catch up to contain the havoc created by Covid-19.

Covid-19 has produced a dramatic shift in the business environment from a regime of great moderation to a great recession. Most of the world is under recessionary conditions and uncertainty seems to be the new normal. Organizations operating in such uncertain conditions have to not just mitigate losses but also find new ways to survival. What are the management challenges while navigating organizations through periods of recovery? How can organizations leverage their strengths and uncover hidden opportunities in this uncertain environment? What are the lessons from the past that can enrich management thinking for the future? These are some of the questions that the theme encompasses. Therefore, the 20th AIMS International Conference on Management theme is, "Management Challenges in the post-Covid-19 Era."

This conference is jointly organized by the Indian Institute of Management Kozhikode and AIMS International -The Association of Indian Management Scholars and International Forum of Management Scholars.

The Conference proceedings consist of 98 papers. We hope this proceedings will serve as a valuable reference to managers and academics for many years to come.

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