

Tenth AIMS International Conference on Management

January 6-9, 2013

Indian Institute of Management Bangalore



Tenth AIMS International Conference on Management (AIMS-10)

IIM Bangalore

Jan 6, Sunday	1A	1B	1C	1D	1E	1F
Track	10:00-11:15	11:50-1:10	2:10-3:30	4:00-5:20	5:30-6:50	7:00-8:00
1.00	Inaugural Session Chief Guest Shri Shridhar Venkat Executive Director Akshaya Patra (IIMB Auditorium)	Corporate Governance	HRM - I	Consumer Preferences	Emotions	Kavya Sandhya (IIMB Auditorium)
CPP-5		149, 252, 327, 662	130, 158, 409, 457, 665	176, 459, 566, 698	470, 524, 552, 685	
2.00		Banking - I	Indian Industries - I	Financial Inclusion	Banking - II	
CPP-6		43, 218, 355, 612	322, 583, 616, 647	180, 342, 469, 569	416, 433, 572, 602	
3.00		Brand Management - I	Investment Decisions	Finance - I	Finance - II	
P-11		175, 249, 397, 419	276, 413, 560, 600	263, 516, 601, 692, 913	350, 555, 604, 644	
4.00		Business Environment - I	Rural Development	Service Quality	Inventory Management	
P-12		160, 267, 304, 759	492, 499, 504, 648	171, 338, 512, 578	228, 289, 420, 782	
5.00		OB - I	Marketing - I	Stock Market - I	Stock Market - II	
M-12		40, 486, 611, 668	262, 374, 518, 587	44, 154, 525, 582	20, 155, 368, 406, 522	
6.00		Consumer Behavior - I	Case Studies	Customer Satisfaction	Higher Education	
M-21		382, 455, 536, 623	238, 529, 562, 682	401, 421, 498, 608	405, 595, 650, 785, 799	
7.00		Entrepreneurship - I	SCM - I	Leadership - I	Web-Based Marketing	
M-22		137, 179, 407, 494	424, 479, 639, 641	415, 434, 535, 655	168, 384, 438, 688	
8.00		Healthcare - I	OM - I	Indian Capital Market	Learning	
M-23		1, 11, 273, 400	10, 325, 445, 452	311, 446, 468, 519	6, 585, 663, 680	
9.00	Doctoral Paper Competition (IIMB Auditorium)					

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Jan 7, Monday	2A	2B	2C	2D	2E	2F
Track	9:20-11:00	11:30-1:10	2:15-3:30	4:00-5:20	5:30-6:50	7:00-8:00
1.00	Strategy - I	HRM - II	Plenary Session Dr Ananth N. Rao (Apollo Hospitals) Mr Arun Pai (L&T) (IIMB Auditorium)	Advertising	Cross-Cultural Issues	Award Ceremony (IIMB Auditorium)
CPP-5	143, 229, 290, 300, 448	246, 268, 299, 358, 378		12, 204, 375, 666	35, 456, 594	
2.00	Indian Industries - II	Banking - III		CSR	Infrastructure Management	
CPP-6	142, 280, 371, 388, 690	301, 302, 530, 531, 584		36, 392, 547, 617	254, 599, 646, 649	
3.00	Finance - III	Brand Management - II		Employee Engagement	Globalization	
P-11	363, 379, 425, 426, 589	390, 527, 687, 699		284, 402, 645, 750	2, 52, 614	
4.00	IT Industry	Corporate Strategy		Risk Management	Hospitality Industry	
P-12	481, 495, 515, 657, 669	19, 348, 480, 514, 580		381, 414, 473, 642	346, 431, 613, 632	
5.00	Quality Management	Stock Market - III		Marketing - II	OB - II	
M-12	295, 351, 563, 567, 684	462, 464, 484, 485, 523		21, 156, 257, 460	219, 534, 565, 571	
6.00	Social Media	Consumer Behavior - II		Decision Making	FDI - I	
M-21	145, 231, 597, 677, 755	177, 360, 661, 670		278, 333, 629, 683	256, 258, 394, 526	
7.00	Leadership - II	Entrepreneurship - II		SCM - II	SCM - III	
M-22	170, 308, 410, 441	253, 391, 443, 622	16, 181, 472, 528	133, 237, 269, 487		
8.00	Innovation	Healthcare - II	OM - II	Work Life Balance		
M-23	15, 344, 359, 408	39, 279, 428, 537, 545	159, 490, 502, 620	511, 520, 549, 568		
9.00	Doctoral Paper Competition (IIMB Auditorium)					

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Jan 8, Tuesday	3A	3B	3C	3D	3E	3F
Track	9:20-10:40	11:10-12:10	12:15-1:10	2:10-3:30	3:50-4:50	5:00-6:00
1.00	HRM - III	Project Management	Plenary Session Dr. Rakesh Sarin (UCLA, USA)	Strategy - II	Ethical Issues	Talent Management
CPP-5	148, 389, 538, 576, 626	31, 336, 508		29, 30, 357, 510	138, 221, 328	575, 640, 686
2.00	Indian Industries - III	Banking - IV		Scheduling	Service Management	Corporate Mergers
CPP-6	34, 234, 539, 605, 784	225, 332, 376		24, 27, 417, 621	398, 449, 558	517, 634, 636
3.00	Strategy HRM	Indian IPOs		Customer Service	HRM in Educational Institutions	Retail Management
P-11	151, 293, 465, 624, 674	42, 679, 689		28, 497, 590, 658	370, 553, 610, 773	205, 483, 564
4.00	Retail Marketing	Technology Adoption		Financial Services	Business Environment - II	IT Applications
P-12	215, 230, 450, 559	261, 349, 362		222, 411, 437, 440	165, 471, 643	134, 318, 671
5.00	Knowledge Management	Marketing - III		Rural Marketing	Stock Market - V	OB - III
M-12	13, 395, 482, 513	23, 505		266, 356, 442, 557	153, 209, 556	592, 638, 695
6.00	Management Education	FDI - II		Micro Credit	Environmental Issues	OM - IV
M-21	476, 521, 541, 635	203, 214, 532		265, 396, 447, 577	139, 474, 676	478, 593, 678
7.00	SCM - IV	Stock Market - IV		Mutual Funds	OM - III	Balanced Score Card
M-22	491, 581, 618, 667	466, 467, 496		454, 500, 501	334, 729, 786	174, 548
8.00	Marketing Strategy	Educational Services	Promotion	Strategy - III		
M-23	128, 212, 217, 340	423, 463, 628	37, 248, 286, 451	785, 789, 921		