

PREFACE

The last decade has produced a dramatic shift in the business environment from a regime of great moderation to great recession. The world is still recovering from the recession and uncertainty seems to be the new normal. Organizations operating in an uncertain environment have to not just mitigate losses but also find new opportunities. What are the management challenges while navigating organizations through periods of heightened risks? How can organizations leverage their strengths and uncover hidden opportunities in an uncertain environment? What are the lessons from the past decade that can enrich management thinking for the future? These are some of the questions that the theme encompasses. Therefore, the theme of the twelfth AIMS International Conference on Management (AIMS-12) is, "*Management Challenges in Uncertain Environment.*"

This conference is jointly organized by Indian Institute of Management Kozhikode (www.iimk.ac.in), AIMS International -The Association of Indian Management Scholars (www.aims-international.org) and International Forum of Management Scholars (www.infoms.net).

The Conference proceedings consist of 140 papers organized in 24 categories: Banking Industry, Brand Management, Consumer Behaviour, Entrepreneurship, Finance, Global Issues, Higher Education, Human Resource Management, Indian Industry, Information System, IT Industry, Marketing, Network Models, Operations Management, Organisational Behaviour, Organizational Commitment, Public Systems, Quality Management, Service Industry, Social Development, Stock Market, Strategy, Supply Chain Management, and Work Life Balance. We hope these proceedings will serve as a valuable reference to managers and academics for many years to come.

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