

**Twelfth AIMS International Conference on Management**

**IIM Kozhikode**

Jan 2, Friday	1A	2A	3A	4A	5A	6A	
Track/ Venue	9:30-10:00	10:00-11:00	11:30- 12:50	2:00-2:40	3:00-4:40	4:50-6:10	
1/ C1	<b>Registration</b>	<b>Inaugural Session</b>  <b>Chief Guest</b> <b>C Balagopal</b>	<b>Quality Management</b>	<b>Plenary Session-I</b>  <b>R.C. Natarajan</b>	<b>Strategy</b>	<b>IT Industry</b>	
			469, 493, 502, 548			369, 406, 413, 528, 534	337, 396, 409, 491
2/ C2			<b>Indian Industries-I</b>			<b>Higher Education</b>	<b>Gender Issues</b>
			317, 388, 454, 510			312, 354, 407, 750, 751	111, 335, 447, 459
3/ C3			<b>OB-I</b>			<b>Social Media</b>	<b>E-business</b>
			343, 423, 496, 535			319, 361, 489, 490	351, 395, 411, 485
4/ C4			<b>Stock Market-I</b>	<b>Capital Market</b>	<b>Cross-country Studies</b>		
			105, 339, 366, 513	372, 375, 523, 524, 706	108, 412, 475, 497		
5/ B4			<b>AISIC Projects</b>	<b>AISIC Projects</b>	<b>Ethics</b>		
					114, 318, 506		
6/ Auditorium			<b>Doctoral papers</b>	<b>Doctoral papers</b>	<b>Doctoral papers</b>		
Jan 3, Saturday	1B	2B	3B	4B	5B	6B	
Track/ Venue	9:20-10:40	11:00-12:00	12:10-1:10	2:00-2:40	3:00-4:40	4:50-6:10	
1/ C1	<b>Banking Industry-I</b>	<b>Operations Management</b>	<b>Spirituality Management</b>	<b>Plenary Session-II</b>  <b>Sanal Kumar Velayudhan</b>	<b>Student Issues</b>	<b>Health Management</b>	
	306, 316, 382, 383	311, 429, 564	394, 463, 508		344, 517, 537, 562, 711	320, 486	
2/ C2	<b>Consumer Behaviour-I</b>	<b>Mutual Funds</b>	<b>Marketing-I</b>		<b>Indian Industries-II</b>	<b>Information Systems</b>	
	324, 480, 484	353, 359, 367	408, 476, 529		331, 386, 455, 482, 494	348, 442, 532, 540	
3/ C3	<b>Advertising</b>	<b>Social Development</b>	<b>Customer Relationship</b>		<b>OB-II</b>	<b>Investment</b>	
	103, 550, 552, 742	379, 430, 444	330, 355, 553		377, 392, 522, 533, 754	308, 481, 557	
4/ Auditorium	<b>Finance</b>	<b>Stock Investment</b>	<b>Future Markets</b>	<b>Public Systems</b>	<b>Manufacturing</b>		
	106, 325, 358, 403	370, 507, 514	345, 421, 422	310, 368, 565, 753	309, 342, 511, 567		
5/ B4	<b>HRM-I</b>	<b>Risk Management</b>	<b>Brand Management</b>	<b>Banking Industry - II</b>	<b>Tourism</b>		
	380, 389, 410, 536	373, 555	314, 326, 525	443, 446, 744	315, 404, 474		
Jan 4, Sunday	1C	2C	3C	<b>Notes:</b>			
Track/ Venue	9:20-10:20	10:30-11:50	12:10-1:30	a) <b>Award Ceremony:</b> January 2, 6:30 p.m.			
1/ C1	<b>Entrepreneurship</b>	<b>Scheduling</b>	<b>Stock Market-II</b>	b) <b>Conference Welcome Dinner:</b> January 2, 7:30 p.m.			
	364, 456, 509	387, 427, 436, 438	101, 112, 371, 376, 546				
2/ C2	<b>Consumer Behaviour-II</b>	<b>Network Models</b>	<b>R&amp;D and Innovation</b>				
	327, 328, 556	393, 435, 439, 512	384, 460, 526, 530, 539				
3/ C3	<b>HRM-II</b>	<b>Leadership</b>	<b>Marketing-II</b>				
	378, 425, 499	347, 445, 487, 569	397, 450, 464, 566, 743				