

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 Sixteenth AIMS International Conference on Management (AIMS-16) is, "Management Challenges in Uncertain Environment."

This conference is jointly organized by SIMS Pune, AIMS International -The Association of Indian Management Scholars and International Forum of Management Scholars.

The Conference proceedings consist of 40 papers organized in 7 categories: Entrepreneurship, Finance, Human Resource Management, Information Systems, Marketing, Operations Management and Organizational Behavior. We hope this proceedings will serve as a valuable reference to managers and academics for many years to come.

Several people have worked hard behind the scene to organize this conference and produce the proceedings. We wholeheartedly thank the Conference Patron and Director of SIMS Pune Brig. (Dr.) Rajiv Divekar, Conference Co-chair Dr. Arti Chandani for their support. We are also grateful to Mrs. Minaxi Agrawal, and Mrs. Punam Makwana for their valuable contribution in the preparation of the proceedings.

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Omprakash K. Gupta
University of Houston-Downtown
Houston, USA

Shivprakash Agrawal
AIMS International
Vadodara, India