

**Twentieth AIMS International Conference on Management**  
**IIM Kozhikode**  
**(Regular Presentation)**

28 December, Wednesday	WA	WB	WC	WD	WE	WF	
Track	9:30-10:00	10:00-11:00	11:30- 12:50	2:00-3:00	3:20-5:00	5:20--6:20	
1	Registration	Inaugural Session Prof. Sanjay Kallapur	Advertising	E-commerce	HRM-1	AWARD CEREMONY	
			2268, 2290, 2292, 2375	2056, 2293, 2374	2079, 2111, 2119, 2179, 2456		
2			Digital	Workshop - 1 Kishwar Joonas	Marketing-1		
			2099, 2195, 2254, 2465		2094, 2143, 2206, 2471, 2480		
3			Healthcare		Higher Education -1		
	2148, 2203, 2294, 2478		2082, 2113, 2157, 2291, 2296				
4	Doctoral papers	Doctoral papers	Doctoral papers				
29 December, Thursday	TA	TB	TC		TD	TE	
Track	9:20-10:40	11:00-12:40	1:40-2:50		3:10-4:10	4:20-6:00	
1	CSR	Banking	Plenary Session  Speakers: Ajit Dayanandan  Paritosh Basu		Strategy-1	SCM	
	2076, 2126, 2142, 2196	2084, 2246, 2322, 2387, 2412				2261, 2369, 2492	2231, 2262, 2324, 2418, 2503
2	Stock Market	Post-Covid Era			Entrepreneurship	Consumer Behaviour	
	2152, 2353, 2404, 2417	2127, 2220, 2310, 2317, 2358			2096, 2150, 2341	2181, 2200, 2209, 2239, 2498	
3	Social Media	Indian Economy			Workshop - 2 Kala Seal	Sustainability	
	2174, 2191, 2194, 2469	2093, 2313, 2410, 2507, 2508				2165, 2244, 2347, 2494, 2502	
4	Finance- 1	Case Studies				HRM-2	
	2081, 2232, 2237, 2305	2059, 2105, 2367, 2406, 2493		2112, 2114, 2190, 2202, 2429			
30 December, Friday	FA	FB	FC	FD	a) Award Ceremony: December 28, 5:20 p.m. b) Welcome Dinner: December 28, 6:30 p.m.		
Track	9:20-10:40	11:00-12:20	1:30-2:30	2:50-4:10			
1	Marketing-2	Workshop - 3 Pramukh Vasist	Strategy-2	Higher Education -2			
	2102, 2184, 2264, 2422		2172, 2389, 2396	2070, 2273, 2306, 2381			
2	OB	Tourism	Covid-19 and Stock Market	Finance - 2			
	2140, 2316, 2321, 2390	2053, 2065, 2250 ,2284	2071, 2238, 2336	2055, 2080, 2450, 2470			