The Association of Indian
Management Scholars International

Twenty Second
AIMS International
Conference on Management

January 2-4, 2025
IIM, Kozhikode

Theme:
Shaping the Future with Advanced Technologies

Keynote and Plenary Sessions

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Session: Keynote Session
Jan 2, 2025, 10:00-11:00

Speaker: Anandakuttan B Unnithan
IIM Kozhikode

The Quest for Truth: Addressing Challenges in Research Integrity and Replicability

While research often serves career or institutional goals, its fundamental purpose is to seek and uphold the truth. Researchers shall bear in mind an ethical responsibility to ensure that their conclusions which form a part of the body of knowledge are valid and can be replicated. Their role is that of a scientist and their obligation is to further truth.

The replication crisis controversy in academic research underscores systemic issues such as publication bias, selective reporting, and the preference for novel findings. Studies like those on power posing, priming, and ego depletion have faced criticism for lacking replicability, with only 39% of psychological studies successfully replicated. These issues highlight the need for open science practices that allow the community to cross verify and validate the conclusions and methodologies of academic research.

By fostering a culture of transparency, replication, and critical evaluation, researchers can restore trust and advance knowledge responsibly and effectively.

Anandakuttan B Unnithan is currently Professor of Marketing at Indian Institute of Kozhikode, Kerala, India and is also the Managing Editor of IIM Kozhikode Society and Management Journal. In an academic career spanning 25 years, he has served as Mentor Professor, Dean of Faculty, Dean of Academic Affairs, Chairperson of Post Graduate Programmes, Executive Post Graduate Programmes, Management Development Programme, Admissions etc.

His PhD is in the area of Consumer Behaviour and he teaches courses in Marketing, Consumer Behaviour, Design Thinking, Product Management and New Product Development and Marketing of Innovation.

He has conducted many management development programmes for various clients in private and public sector like Government of Kerala, Reliance India Ltd, State Bank of India, Federal Bank Ltd, Cochin Shipyard Limited, Malabar Gold, NHPC, NTPC, Power Grid corporation, GMR Group, National Academy of Defense Production (NADP), BEL, Bajaj Finance, etc. He has also undertaken consulting assignments for various including Kerala State Milk Marketing Federation, ULCC, Muthoot Finance, erstwhile State bank of Travancore, Kochi Metro Rail Limited etc.

Professor Anandakuttan B Unnithan has several published papers to his credit in leading international journals. Currently his research interests are in masstige marketing.

Session: Plenary Session
Jan 3, 2025, 2:10-2:50
Session Chair: Radhakrishna Pillai

Speaker: Pramukh Nanjundaswamy Vasist
Ph.D. (Alumnus), IIM Kozhikode

Harnessing Generative AI for Innovation and Productivity in Teaching and Research

Generative AI is revolutionizing education and research, offering unprecedented opportunities to enhance productivity, foster creativity, and drive innovation. This plenary session explores how educators and researchers can leverage the transformative potential of generative AI to address the evolving demands of teaching and scholarly work. The session will highlight practical applications of generative AI in academic contexts, including streamlining research processes, personalizing learning experiences, generating creative solutions, and automating repetitive tasks. Attendees will gain insights into tools and strategies that support developing engaging educational content, facilitate adaptive learning, and accelerate research workflows. Emphasis will also be placed on ethical considerations, addressing challenges such as AI bias, data privacy, and the need for critical oversight in AI-driven outputs. By examining real-world examples and future trends, this session aims to equip participants with actionable knowledge to integrate AI effectively into their professional practices, empowering them to thrive in an era of rapid technological advancement. This discussion will inspire educators and researchers to reimagine their roles, harness AI as a collaborative partner, and unlock new possibilities for innovation and productivity.

Pramukh holds a Ph.D. in Information Systems from IIM Kozhikode and a master's degree from IIM Mumbai. With over 16 years of corporate experience as a distinguished techno-functional industry leader, he seamlessly bridges practice and research. His research interests span areas such as fake news, social media dynamics, mobile addiction, and behavioral and managerial challenges within information systems. His research works have been featured in top-tier journals, including FT50, ABS 4, and ABDC A* ranked journals. He has also presented his work at globally recognized conferences like ICIS and IFIP and was a fellow at the prestigious ICIS Doctoral Consortium in 2023. As a reviewer for leading journals and conferences, His contributions have been widely acknowledged through multiple best paper and best reviewer awards. He integrates his rich consulting experience with academic pursuits, elevating practices and research in Information Systems while fostering an environment where knowledge and innovation thrive in unison.