

## PREFACE

The conference theme "Shaping the Future with Advanced Technologies" encapsulates the transformative power of cutting-edge innovations in shaping a more prosperous and sustainable future. In today's rapidly evolving technological landscape, advancements in artificial intelligence, robotics, biotechnology, and other emerging technologies are revolutionizing industries, economies, and societies worldwide.

At the heart of this theme lies the idea that by harnessing the potential of advanced technologies, we can address complex challenges, drive innovation, and create a more inclusive and resilient future. From healthcare and education to transportation and sustainability, the impact of these technologies is far-reaching and profound.

This conference is jointly organized by the Indian Institute of Management Kozhikode and AIMS International -The Association of Indian Management Scholars.

The Conference proceedings consist of 133 papers. 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 Debashis Chatterjee, Director IIMK, and Co-Chair Dr. Satish Krishnan for their support. We are also grateful to Mrs. Minaxi Agrawal, and Mrs. Punam Makwana for their valuable contribution to the preparation of the proceedings.

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