

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 Seventeenth AIMS International Conference on Management (AIMS-17) is, "Management Challenges in Uncertain Environment."

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

The Conference proceedings consist of 123 papers organized in 19 categories: Banking Industry, Branding, Case Studies, Education, Entrepreneurship, Finance, Healthcare, Human Resource Management, Information Systems, Marketing, Organizational Behavior, Quantitative Models, Retail Market, Risk Management, Service Industry, Stock Market, Strategy, Sustainability and Social Behavior and Technology. 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 IIM Kozhikode Prof. (Dr.) Debashis Chatterjee, Conference Co-chair Dr. Sudershan Kuntlur 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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